



To: Potential DECA Competitive Event Judges
Subject: DECA Marketing Competitive Events Conference

North Carolina DECA is an association of high school students enrolled in the Marketing Education program. Through classroom learning, on-the-job training and experience in DECA, students in our program learn marketing, management and entrepreneurship skills. Each year, students from across Charlotte-Mecklenburg come together for a series of competitive events, which are evaluated by business and industry professionals like you. We expect over 1,200 students to compete in this year's events, and **we need a minimum of 130 business and industry professionals to serve as judges. We would like you to be an integral part of our conference by participating as a judge!**

Each year we ask business leaders in our community to set aside a few hours to judge students in realistic role-play situations. The role-play is a common situation that could arise on a job at any time. This could include a human relations problem, a sales demonstration, a job interview, presentation of an innovative idea to increase business, or other business situations. The judge's role is to play a customer, fellow employee or supervisor one-on-one with the marketing students. After the role-play has ended, the judge will then evaluate the student based on how well the participant handled the situation.

Those students who receive high evaluations based on a minimum level of proficiency, will then continue in competition at the NC-DECA Career Development Conference to be held in Greensboro in February. Based on the outcome of that competition, they could advance to the international competition to be held in Orlando in April.

If you are able to contribute a few hours from your busy schedule, please complete the attached registration form **OR** complete the on-line registration at <http://goo.gl/SyBM7I> . You may also scan the QR code at the bottom.

We ask you to arrive at Myers Park High School at 3:00 p.m. on Thursday, November 20, 2014. There will be a judge's reception at 3:00 pm in the Myers Park cafeteria. Following the reception, we will conduct a thorough orientation to make you feel comfortable in this important role. **The competition phase should end by 6:00 pm.**

It would be helpful if you would return the form even if you will be unable to attend. This will assist us in making additional contacts, if necessary.

I hope you choose to be part of this educational and valuable student conference. Thank you so much!

Sincerely,

Catherine Bumgarner, Coordinator of Judges
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Enclosure



