

2023 Tennessee DECA State Career Development Conference

Advisor Work Assignments

Professional Selling & Written Events | Thursday, March 9 | Report at 5:45 PM

Written Events Director: Tyra Pilgrim

Location: Meeting Room 13/14/15

Assistant Written Event Director: Penny Kell

Holding Room Coordinators: Lisa Tate + Marilyn Roberts

| INTEGRATED MARKETING CAMPAIGN AND PROFESSIONAL SELLING EVENTS MANAGER: NICOLE DANIELS | | | |
|---|-------------------------|-----------------|--|
| Competitive Event | Event Chief | Event Assistant | Holding Room Assistants |
| 1. Financial Consulting Event (FCE) | Jill Maples | Andy Kroeger | Gain Holloman Sherri Rogers Linda Williams Wendell Ingram |
| 2. Professional Selling Event (PSE) | Angela Lewis | Adam Dyer | |
| 3. Hospitality & Tourism Prof. Selling (HTPS) | Jackie Cutshaw | Jerry Gardner | |
| 4. Integrated Marketing Campaign-Event (IMCE) | Martha Barnett | Tyler DeBord | |
| 5. Integrated Marketing Campaign-Product (IMCP) | Nathaniel Hudson | Lee Davenport | |
| 6. Integrated Marketing Campaign-Service (IMCS) | Sharon Woodard | Jennifer Kersey | |
| BUSINESS OPERATIONS RESEARCH EVENTS MANAGER: JACKIE HOWARD | | | |
| Competitive Event | Event Chief | Event Assistant | Holding Room Assistants |
| 1. Business Services Operation Research (BOR) | Melanie McGuire | Courtney Givens | Madison King Collin Labassi David Higdon Chelsea Myerscough |
| 2. Buying & Merchandising Operations Research (BMOR) | Virginia Gantkowski | Nathaniel Greer | |
| 3. Hospitality and Tourism Operations Research (HTOR) | Susan Martin | Keith Haley | |
| 4. Finance Operations Research (FOR) | Janette Noffsinger | Jennifer Weaver | |
| 5. Sports & Entertainment Operations Research (SEOR) | Marlena Dixon | Josh Carroll | |
| ENTREPRENEURSHIP EVENTS MANAGER: JOSH DUMAS | | | |
| Competitive Event | Event Chief | Event Assistant | Holding Room Assistants |
| 1. Innovation Plan (EIP) | Jennifer Gatlin | Ric Kinkade | Laurinda Lamb Jared Nave Christine Smith Kathryn Stuckey |
| 2. Franchise Business Plan (EFB) | Rebecca Cochran | Jessi Griffin | |
| 3. Start-Up Business Plan (ESB) | Sharvan Johnson | Christine Smith | |
| 4. Independent Business Plan (EIB) + Business Growth Plan (EBG) | Valarie Deckard | Taylor Wright | |
| 5. International Business Plan (IBP) | Jamie Shields | Mandy Day | |
| PROJECT MANAGEMENT EVENTS MAANGER: EMILY EDMISON | | | |
| Competitive Event | Event Chief | Event Assistant | Holding Room Assistants |
| 1. Business Solutions Project (PMBS) | Melissa Bashore | Grey Cotham | Emily Gulledge Whiskey Jarrell Carolyn Walker Amy Webb |
| 2. Career Development Project (PMCD) | Beverly Jackson | | |
| 3. Community Awareness Project (PMCA) | Greg Baughn | Leslie White | |
| 4. Community Giving Project (PMCG) | Rebekah Brashier | Gina Hodges | |
| 5. Financial Literacy Project | Denise Cito | | |
| 6. Sales Project (PMSP) | Jackie Crawley-Harrison | | |

| THURSDAY LEADERSHIP ACADEMY | | | | |
|-----------------------------|-------------|----------------|--------------|------------|
| Matthew O'Connell | Kacy Helton | Jennifer Allen | Greg Glandon | Susan Dyer |

| CONFERENCE STAFF | |
|---------------------------------|-----------------------------|
| State Advisor | Zach Buchanan |
| Conference Management Team | Bailey Ford, Carla Boulton |
| Help Desk | Mary Ann Golden |
| State Officer Coach + Elections | Markes Holmes-Yarbrough |
| Alumni Committee Coordinators | Janelle Brown, Colby Pilkey |
| Judges Coordinators | Tyra Pilgrim + Lisa Nease |

2023 Tennessee DECA State Career Development Conference

Advisor Work Assignments

Role-Play Events | Friday, March 10 | Report at 7:15 AM

Role-Play Events Director: Lisa Nease

Location: Meeting Room 13/14/15

Assistant Role Play Events Director: Pam Thurman

Holding Room Coordinators: Brandon Smart + Keenan Sudderth + Ron Howard

| INDIVIDUAL SERIES EVENTS MANAGER: TRISTAN BROWN | | | |
|---|-------------------|---------------------|---|
| Competitive Event | Pink Role Play | Yellow Role Play | Holding Room Assistants |
| 1. Accounting Applications (ACT) | Leah Snyder | Zac Snyder | Kaylee Burnette Sam Blevins Ann Norton Courtney Thompson |
| 2. Apparel & Accessories Marketing (AAM) | Lori Parks | Amber Crane | |
| 3. Automotive Services Marketing (ASM) | Andrew Bell | Payton Costillo | |
| 4. Business Finance Series (BFS) | Michael Hennigan | Juliet Oncale | |
| 5. Business Services Marketing (BSM) | Jamie Reynolds | Shailla Travis | |
| 6. Entrepreneurship Series (ENT) | Ann-Hali Crawford | Gloria Christian | |
| 7. Food Marketing Series (FMS) | Ervin Shawna | Aubrey Davis | |
| 8. Hotel & Lodging Management (HLM) | Heather Lynch | Andrea Freeze | |
| 9. Human Resources Management (HRM) | Ashley Basehart | Kevin Wright | |
| 10. Marketing Communications Series (MCS) | Joseph Reed | Angela Prater | |
| 11. Quick-Serve Restaurant Mgmt (QSRM) | Libby Sledge | Kelly Noel | |
| 12. Restaurant & Food Service Mgmt (RFSM) | Kameron Kalolo | Tricia Leslie | |
| 13. Retail Merchandising (RMS) | Cynthia Rhoden | Tana Trentham | |
| 14. Sports & Entertainment Marketing (SEM) | Kevin Green | Christopher Carroll | |

| TEAM DECISION MAKING EVENTS MANAGER: SANDRA ASKEW | | | |
|---|-----------------|-----------------|---|
| Competitive Event | Event Chief | Event Assistant | Holding Room Assistants |
| 1. Business Law & Ethics Team (BLTDM) | Kimberly Foster | Aishia Dotson | Heather McIntyre Sharon Woodard Dawn Powell Michele Cacioppo |
| 2. Buying & Merchandising Team (BTDM) | Tana Trentham | Brad Bishop | |
| 3. Entrepreneurship Team (ETDM) | Suzanne Rodger | Suzanne Rodger | |
| 4. Financial Services Team (FTDM) | Laura Shands | JoAnn Keith | |
| 5. Hospitality Services Team (HTDM) | Holly Whitehead | Janelle Ganske | |
| 6. Marketing Management Team (MTDM) | Lisa Baugh | Robert Kriebel | |
| 7. Sports & Entertainment Team (STDM) | LeeAnne Kepper | Katie Martin | |
| 8. Travel & Tourism Team (TTDM) | Jennifer Vining | Dylan Black | |

| PRINCIPLES AND PERSONAL FINANCIAL LITERACY EVENTS MANAGER: CHRISTY BROWN | | | |
|--|--------------------|------------------------|---|
| Competitive Event | Event Chief | Event Assistant | Holding Room Assistants |
| 1. Principles of Bus Mgmt & Admin (PBM) | Britney Taylor | Paul Romero | Alexandira Turner Oliva Turner Tyler Pope |
| 2. Principles of Finance (PFN) | Brian Welp | Michael Hoots | |
| 3. Principles of Hospitality & Tourism (PHT) | Stephanie Thomas | Bryan Stuck | |
| 4. Principles of Marketing (PMK) | Celia Greeley | Nick Wise | |
| Competitive Event | Event Chief | Event Assistant | |
| 1. Personal Financial Literacy (PFL) | Kaylor Elrod | Kendra Martin | |

| FRIDAY LEADERSHIP ACADEMY |
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| Tyler Webb Justin Anderson Benton Alexander Andrea Fuller |