**2024 Tennessee DECA State Career Development Conference**

**Advisor Work Assignments**

**Role-Play Events | Friday, March 1 | Report at 7:45 AM**

**Role-Play Events Director**: Lisa Nease **Location**: Meeting Room 13/14/15

**Holding Room Coordinators:** Ric Kinkade

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| **INDIVIDUAL SERIES EVENTS MANAGER: TRISTAN BROWN** | | | |
| **Competitive Event** | **Blue Role Play** | **White Role Play** | **Holding Room Assistants** |
| 1. Accounting Applications (ACT) | Kari Douglas | Leandra Greene | Carolyn Walker |
| 2. Apparel & Accessories Marketing (AAM) | Jim Stone | Tana Trentham |
| 3. Automotive Services Marketing (ASM) | Britney Taylor | Heather Savage |
| 4. Business Finance Series (BFS) | Libby Sledge | Bryan Stuck |
| 5. Business Services Marketing (BSM) | Haley Allen | Dylan Black |
| 6. Entrepreneurship Series (ENT) | Sharon Woodard | Whisey Jarrell |
| 7. Food Marketing Series (FMS) | Cynthia Rhoden | Payton Castillo |
| 8. Hotel & Lodging Management (HLM) | Laura Shands | Jessica Weaver |
| 9. Human Resources Management (HRM) | Grey Cotham | Andrew Sowards |
| 10. Marketing Communications Series (MCS) | Nathan Wilsford | LeeAnne Kepper |
| 11. Quick-Serve Restaurant Mgmt (QSRM) | Judy Henry (Gomez) | Jennifer Doak |
| 12. Restaurant & Food Service Mgmt (RFSM) | Kameron Kalolo | Kevin Meadows |
| 13. Retail Merchandising (RMS) | Kimberly Foster | Lucas Hershenberger |
| 14. Sports & Entertainment Marketing (SEM) | Katy Stout | Greg Glandon |

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| **TEAM DECISION MAKING EVENTS MANAGER: Christy Brown** | | | |
| **Competitive Event** | **Event Chief** | **Event Assistant** | **Holding Room Assistants** |
| 1. Business Law & Ethics Team (BLTDM) | Angela Prater | Lauren Chesney | Thaddeus Hubbard |
| 2. Buying & Merchandising Team (BTDM) | Andrea Freeze | Benton Alexander |
| 3. Entrepreneurship Team (ETDM) | Michael Hoots | Yureka Patel |
| 4. Financial Services Team (FTDM) | Lindsay Maples |  |
| 5. Hospitality Services Team (HTDM) | Maggie Bacon |  |
| 6. Marketing Management Team (MTDM) | Ann-Hali Crawford |  |
| 7. Sports & Entertainment Team (STDM) | Justin Anderson |  |
| 8. Travel & Tourism Team (TTDM) | Rebecca Cochran |  |

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| **PRINCIPLES AND PERSONAL FINANCIAL LITERACY EVENTS MANAGER: Sandra Askew** | | | |
| **Competitive Event** | **Event Chief** | **Event Assistant** | **Holding Room Assistants** |
| 1. Principles of Bus Mgmt & Admin (PBM) | Jessi Griffin |  | Gloria Christian |
| 2. Principles of Finance (PFN) | Nathaniel Greer |  |
| 3. Principles of Hospitality & Tourism (PHT) | David Higdon |  |
| 4. Principles of Marketing (PMK) | Sherri Rogers |  |
| **Competitive Event** | **Event Chief** | **Event Assistant** |
| 1. Personal Financial Literacy (PFL) | Derrian Rickard |  |

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| **FRIDAY LEADERSHIP ACADEMY** |
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**2023 Tennessee DECA State Career Development Conference**

**Advisor Work Assignments**

**Professional Selling & Written Events | Thursday, March 3 | 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

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| **INTEGRATED MARKETING CAMPAIGN AND PROFESSIONAL SELLING EVENTS MANAGER:** | | | |
| **Competitive Event** | **Event Chief** | **Event Assistant** | **Holding Room Assistants** |
| 1. Financial Consulting Event (FCE) | Tyler DeBord | Amber Crane | Denise Cito  Suzanne Rodgers |
| 2. Professional Selling Event (PSE) | Collin Libassi | Rebekah Brashier |
| 3. Hospitality & Tourism Prof. Selling (HTPS) | Melissa Bashore | Joseph Reed |
| 4. Integrated Marketing Campaign-Event (IMCE) | Adam Dyer | Colt Williams |
| 5. Integrated Marketing Campaign-Product (IMCP) | Ashley Basehart | Juliet Oncale |
| 6. Integrated Marketing Campaign-Service (IMCS) | Tyler Webb | Christa Frost |
| **BUSINESS OPERATIONS RESEARCH EVENTS MANAGER:** | | | |
| **Competitive Event** | **Event Chief** | **Event Assistant** | **Holding Room Assistants** |
| 1. Business Services Operation Research (BOR) | Eddie Sims | Ann Norton | Beverly Jackson  Heather Cardin |
| 2. Buying & Merchandising Operations Research (BMOR) | Zach Snyder | Aisha Dotson |
| 3. Hospitality and Tourism Operations Research (HTOR) | Ti-Juanna Perry | Nicholas Wise |
| 4. Finance Operations Research (FOR) | Tyler Pope | Jennifer Kersey |
| 5. Sports & Entertainment Operations Research (SEOR) | Jeanette Noffsinger | Wendy Smith |
| **ENTREPRENEURSHIP EVENTS MANAGER:** | | | |
| **Competitive Event** | **Event Chief** | **Event Assistant** | **Holding Room Assistants** |
| 1. Innovation Plan (EIP) | Jennifer Allen | Donna Hofferbert | Amy Webb  Andrew Kroeger |
| 2. Franchise Business Plan (EFB) | Rosanna Giles | Jennifer Gatlin |
| 3. Start-Up Business Plan (ESB) | Kelly Noel | Brian Welp |
| 4. Independent Business Plan (EIB) +  Business Growth Plan (EBG) | Valerie Fox | Leah Snyder |
| 5. International Business Plan (IBP) | Beth Teague | Jackie Cutshaw |
| **PROJECT MANAGEMENT EVENTS MAANGER:** | | | |
| **Competitive Event** | **Event Chief** | **Event Assistant** | **Holding Room Assistants** |
| 1. Business Solutions Project (PMBS) | Lori Parks | Kaylor Elrod | Jenny Vining  Jamie Reynolds |
| 2. Career Development Project (PMCD) | Heather McIntyre |
| 3. Community Awareness Project (PMCA) | Leslie White | Courtney Thompson |
| 4. Community Giving Project (PMCG) | Heather Lynch |
| 5. Financial Literacy Project | Shawna Ervin | Jared Nave |
| 6. Sales Project (PMSP) | Virginia Gantcowski |

**Thursday Dance: Madison King, Martha Barnett, Valerie Deckard, Brooke Guy, Aubrey Davis, Erin Burnett, Michele Cacioppo, Tricia Leslie, Cindy Magliula, Amy Morgan, Angela Lewis, Courtney Givens, Jil Maples**

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| **CONFERENCE STAFF** | |
| State Advisor | Zach Buchanan |
| Conference Management Team | Bailey Ford, Shelby Wooten |
| Help Desk | Mary Ann Golden, Dr. Dee Cole |
| State Officer Elections | Markes Holmes-Yarbrough |
| Alumni Committee Coordinators | Shelby Wooten |
| Judges Coordinators | Tyra Pilgrim + Lisa Nease |