



MINNESOTA

DECA

2025 DECA BACK TO BUSINESS CHALLENGE

AT A GLANCE

GO THE
EXTRA
DECA



BACK TO BUSINESS CHALLENGE

October 26 & 27, 2025

CONFERENCE OVERVIEW

This conference will be a 1-day conference with registration from 7:30 a.m. – 8:30 a.m. on Monday. Opening briefing will be held at 8:30 a.m. and events and activities will follow beginning at 9:00 am. Closing Awards will conclude at 3:30 pm. Students will all be assigned a role play time (Principles Event for 1st year DECA Members and a Series Event Role Play for returning DECA Members), take a general comprehensive exam and have 2 competition related workshops they will be scheduled for.

All advisors will be expected to serve as role play judges. Outside judges will **NOT** be recruited. If an advisor does not wish to judge, they must provide a replacement e.g. chaperone. Please contact DECA Office if you wish to designate a chaperone as your replacement. We welcome recent grads/alumni members to serve as judges – please recruit!

All chapters must have an advisor registered and in attendance for their members to be eligible to participate.

CONFERENCE DATES AND LOCATION

The 2025 Back to Business Challenge with the focus being introduction to competition will be held Monday, October 27, 2025 at the Hyatt Regency Minneapolis. Rooms & activities are also available for those that wish to have an overnight/2-day experience.

Hyatt Regency Minneapolis
1300 Nicollet Mall
Minneapolis, MN
612-370-1234

REGISTRATION FEE

Registration fee for students and advisors for the Fall Leadership Conference is as follows:

2-day fee when lodging is utilized	\$75.00
1-day fee without lodging	\$105.00
Chaperones - 1 or 2 day	\$25.00

The registration fee includes opportunity for competition, awards, t-shirt, luncheon, and gratuities. If your chapter chooses the 2-day option, there will be a workshop and entertainment on Sunday evening. Members will take their exam on Sunday evening.

Chaperones are charged a reduced registration fee of \$25 which is the cost of the lunch buffet, but please keep in mind that conference shirts are not provided for chaperones. MN DECA covers the registration fee & Sunday night lodging for State Officers.

LUNCH BUFFET INCLUDED IN REGISTRATION

All attendees will have lunch buffet included. This will allow chapters safety in staying within the premises as well as convenience for lunch in a timely fashion as time is very tight in the agenda. Lunch will be available in two shifts – all attendees will be assigned to one of the two times.

Use the online system for registering Advisor/Chaperone/Student Delegates for the conference. Registration needs to be submitted as well as housing requests if utilized are due on or before October 1, 2025. **REGISTRATION SYSTEM WILL OPEN ON SEPTEMBER 5. You will receive a message from the registration system with log in credentials.**

SUBMIT REGISTRATION & HOUSING (if staying overnight) ONLINE AND SEND PAYMENT FOR **BOTH** to MN DECA. If you are requesting lodging for Sunday night, you will NOT pay the Hyatt. The room charges will be included on your conference registration invoice and paid to MN DECA.

It is the advisor's responsibility to download the invoice from the registration system and submit for payment. DECA does not send an invoice – it is available on your dashboard as soon as you submit in the registration system.

MN DECA reserves the right to not accept late registration from a chapter that is submitted after the deadline date. Additional attendees to already registered chapters will be given consideration on a chapter by chapter basis.

<p>Send payment to: MN DECA 21576 NE Pickerel Lake Drive Detroit Lakes, MN 56501</p>
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LATE FEE POLICY

If payment is not received **PRIOR** to the official start of the conference, even if attendee list was submitted on time, a \$50 administrative fee will be applied to invoice. Please be certain that your fees are submitted in a timely manner. Late payment is verified by the date the check is cut. Individual personal checks from student attendees will not be accepted.

REFUND POLICY

To be accepted, cancellations must be submitted through the online registration system. The following administrative charge policy will be followed and reflected on your updated invoice on your dashboard:

- 50% refund will be made on cancellations submitted and received on or before October 15, 2025, on Back 2 Business Conference Registration. Substitutions are encouraged.

- **No refund for cancellations after October 15, 2025.** Substitutions are allowed. Each Chapter Advisor is responsible for making all cancellations and/or substitutes or changes to lodging directly with MN DECA.

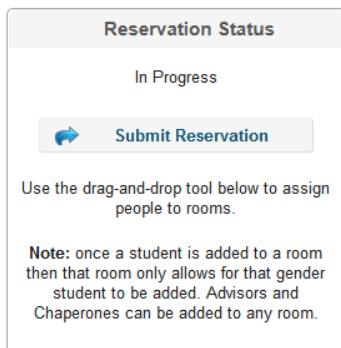
HOTEL RESERVATION PROCEDURE & LODGING COSTS

Please utilize the online registration system to submit your housing needs if you would like to arrive on Sunday. This process (which includes the actual conference registration) needs to be complete on or before October 1. Room fee for all room types is \$214.00 (room & tax). This rate is for single, double, triple or quad occupancy. For example, if you have 4 students occupying a room, the rate of \$214 is divided by 4 and the cost is per room occupant.

All housing payments are made directly to MN DECA WITH YOUR REGISTRATION FEES. The housing fees will be on your conference registration system. **MN DECA does not accept credit cards or purchase orders.**

Reservations are made only by submitting the housing needs via the online registration system. Cancellations after registration closes must be made through the conference registration system – do not call the hotel as Minnesota DECA is managing all housing.

Here is a screen shot of what the process will look like when you are in the online system:



CHECK-IN PROCEDURE

The check-in procedure will be as follows:

1. Upon arrival at the hotel, chapter advisor from each delegation should pick up the room keys for the entire chapter from the front desk. Please note: Hotel check-in time is 3:00 PM. Some rooms may be ready earlier, but be prepared for later check-in.
2. If there are cancellations after you have submitted the reservation and registration forms, it will be necessary to notify the hotel. This request is necessary to ensure that your chapter is not charged for unused sleeping rooms.
3. You will receive your conference registration materials from the conference registration desk.

CHECK-OUT PROCEDURE

Prior to departure, each chapter advisor should pay for any incidentals that may have been charged to your rooms. To assist the hotel, we suggest students move bags to advisors' rooms the morning of departure.

OPTIONAL SUNDAY AFTERNOON ACTIVITY

MN DECA is excited to offer an off-site educational experience as part of your **Back 2 Business Challenge**. A field trip will be offered prior to the start of the B2B Challenge. *This will be an add on event and is not a part of the registration fee for B2B.*

WHEN: Sunday, October 26, 2025 at 1:30 pm

WHERE: Target Field

TOUR COST: \$50 advisors and members

Experience includes:

- Tour of Target Field
- Taco Dinner at Hotel (5:00 pm)
- Raffle Prizes during Dinner

The registration/purchase for this field trip will be handled through the conference registration site.

During the offseason, immerse yourself in the beauty and history of Target Field with our exclusive offseason tours. These behind-the-scenes adventures provide a unique opportunity to explore the heart of the ballpark without the hustle and bustle of game day. Led by our knowledgeable Tour Guide, you'll delve into the captivating history of Target Field and the legendary Minnesota Twins while uncovering hidden gems and iconic locations throughout the stadium.

Discover the quieter side of Target Field as you visit the home clubhouse (subject to availability), a massive highlight that is typically off-limits during the regular season. Explore this exclusive area and gain insight into the inner workings of the team and the daily life of players. Although the ballpark may be quieter in the offseason, it still holds plenty of stories waiting to be told. From the dugouts to the Clubhouse, each corner of Target Field has a tale to share, offering a once-in-a-lifetime immersion into the world of professional baseball.

ADVISOR GARMENTS AVAILABLE FOR PRE-ORDER

See flier for additional details. This garment is only available for order through the B2B registration. Must be preordered.



BACK TO BUSINESS CHALLENGE

**Times are tentative*

Sunday

1:30 PM	Target Field and Dinner	(Optional)
5:00 PM	Registration Materials Available	
6:30 PM	DECA Workshops or Exam	
7:00 PM	Advisor Session	
7:45 PM	DECA Workshops or Exam	
8:00 PM	Advisor Session	
9:00 PM	Evening Entertainment	
9:30 PM	Advisor Networking	
11:00 PM	Curfew	

Monday

7:00 AM	Registration Materials Ready	
7:00 AM	Luggage Storage	
8:30 AM	Opening Briefing	
9:00 AM	*** See Student Schedule	For Time and Location ***
	Role Play Event	
	Comprehensive Exam (9:45)	
	DECA Workshops (10:00)	
11:00 AM	*** See Student Schedule	For Time and Location ***
	Role Play Event	
	Comprehensive Exam	
	DECA Workshops	
11:30 AM - 1:30 PM	Luncheon	
12:15 PM	*** See Student Schedule	For Time and Location ***
	Role Play Event	
	Comprehensive Exam (12:15)	

DECA Workshops (12:30)

1:30 PM *** See Student Schedule For Time and Location ***

Role Play Event

Comprehensive Exam

DECA Workshops

2:45 PM Closing Session



Back to School

Advisor Sessions

Sunday Evening Sessions

While members are taking their exam and in workshops, here YOUR chance to go Back to School. Exciting and innovative topics and opportunities are presented for MN DEA Advisors to learn about. Don't miss these Sunday evening sessions at Back to Business!

Advanced Placement Business with Personal Finance

This 30-minute advisor session will introduce advisors to the exciting new Advanced Placement (AP) Business with Personal Finance course. We'll explore how this innovative program combines essential business concepts with practical financial literacy skills, preparing students for success in their future careers. The session will cover the course's five main topics and how they will integrate with DECA. We'll also address how this course can help develop critical thinking, problem-solving, and decision-making skills that are valuable in any career path. We'll discuss the benefits of taking an AP-level business course, such as potential college credit and a industry certification.

Adobe Express

Ignite creativity in your classroom with Adobe Express for education! In just 30 minutes, discover DECA's Adobe Student Challenges lessons in storytelling, generative AI, and pathways to Adobe professional certification. Walk away with ready to use ideas, free resources, and incentives to engage your students and elevate their marketing skills.

DECA Pitch Decks Series

This short advisor session introduces DECA's new Pitch Deck Series, designed to enhance students' presentation skills for Integrated Marketing Campaigns, Startup Business Plans, and Innovation Plans in DECA competitions. Participants will explore innovative techniques to create compelling pitch decks that effectively communicate business ideas and marketing strategies.. Advisors will learn how to guide students in crafting impactful presentations that stand out in competitions, while also developing valuable future skills. By the end of the session, attendees will have practical tools and insights to help their DECA members excel in these critical event categories.



Twins & Tacos

TOUR | TACO DINNER!

Go on an **exclusive offseason tour** and immerse yourself in the beauty and history of Target Field. You'll dive into the captivating past of the stadium and the **legendary** Minnesota Twins while uncovering **hidden gems** and **iconic** locations – a **once-in-a-lifetime** experience into the world of **professional** baseball.

When: 1:30 PM on Sunday, October 26.

What: Stadium Tour, followed by Taco Bar Dinner @ Hyatt

How: Advisors will register online!

