



**COLLEGIATE
DECA™**

STATE CAREER DEVELOPMENT CONFERENCE

JANUARY 31- FEBRUARY 2, 2019

UNIVERSITY OF
CENTRAL FLORIDA

AND
FULL SAIL UNIVERSITY



Conference Registration –

Thursday, January 31 5:00 p.m. – 7:00 p.m. Full Sail University
Friday, February 1 7:00 a.m. – 7:30 a.m. UCF Campus

State Career Development Conference

Thursday, January 31

2:00 p.m. Welcome Reception/Networking Mixer
3:00 p.m. Leadership Workshops @ Full Sail
6:00 p.m. Social Scene
7:00 p.m. Opening Session
Keynote Speaker: John Holloway

**All events on Thursday are at Full Sail University
519 S. Semoran Boulevard, Winter Park, FL 32792

Friday, February 1

8:00 a.m. - Competitive Events Preliminary Round (UCF)
5:00 p.m.

Saturday, February 2

1:00 p.m. Grand Awards (Full Sail University)

**Full Sail University
175 University Park Boulevard, Winter Park, FL 32792



**Competitive Events
Friday, February 1, 2019**

8:00 a.m.

- Corporate Finance
- Entrepreneurship Operations
- Fashion Merchandising and Marketing
- Financial Accounting
- Hotel and Lodging
- Human Resource Management
- Managerial Accounting
- Marketing Management
- Restaurant and Food Service Management
- Retail Management
- Sales Management Meeting
- Travel and Tourism

12:00 p.m.

- Advertising Campaign
- Business Ethics
- Business-to-Business Marketing
- Entrepreneurship (Starting a Business)
- Event Planning
- Financial Statement Analysis
- International Marketing
- Marketing Communications
- Professional Sales
- Sports and Entertainment Marketing

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KEYNOTE SPEAKER

John Hollaway is an Orlando, Florida native who started in the entertainment industry as a child and developed the passion for the business he has today. Having worked several years as a bodyguard in the entertainment field, he eventually landed a job as a talent executive for a major modeling agency, inspiring him to build his own talent agency and entertainment company.

After earning a respected name in the industry, he launched a full service talent agency, which was the first agency to be located at Universal Studios Orlando. Some years later taking a shot at returning back to the corporate world, he took a position with Berkshire Hathaway, a Warren Buffett owned company. Although having experienced much success, it was not part of his dream and long term plan, so he returned back to entertainment.

John would later be joined with his longtime friend in forming Paradym Group, Inc. , which over the past several years has become a prosperous national talent agency, allowing him to procure one of his passions since the age of 8, being involved in television & film.

His recent accomplishments with Paradym Group, Inc. include an Executive Producer role with his partners on a feature film, "Be Afraid", a psychological sci-fi thriller, Directed by Drew Gabreksi, starring Brian Krause (Charmed), Jaimi Paige, Louis Herthum (Westworld), and featuring Kevin Grevioux (Underworld Trilogy). The film was awarded "Best Horror Feature 2017" at the NYC Winter Film Fest and acquired international and domestic distribution with Samuel Goldwyn and AMBI Entertainment.

John and his associates are working on several reality and scripted television shows for the major cable networks and Netflix, as well as feature films under their company Reel Productions. He has been on camera for commercials and television shows, as well as behind the camera as a producer. As a graduate of Full Sail University with a Bachelor of Science degree in Entertainment Business, he earned the honors as class Valedictorian, several course director's awards, induction to the National Society of Collegiate Scholars, and received the schools Advanced Achievement Award.

John is an accomplished athlete who participated in baseball, football, track, martial arts, and excelled in the sport of wrestling, for which he attributes his work ethic and willingness to succeed. He enjoys working out, trying new restaurants, traveling, and spending time with his fiancée, friends, family, and his son.

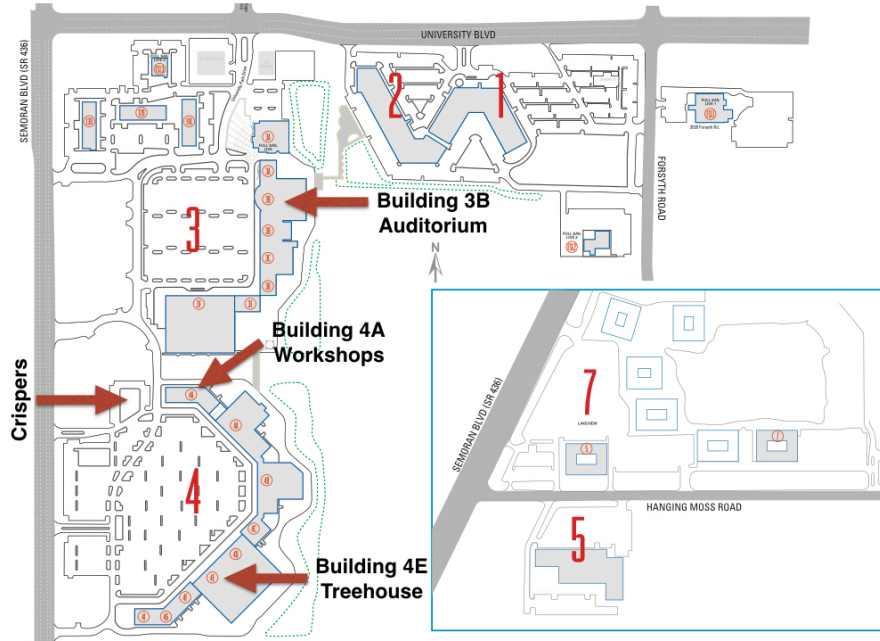
It may surprise you to learn that Tim received his college degree at 25 years old. At the age of 20, he had a 7th grade education and thought he was one of the least intelligent people on the planet. What changed is that he realized he could crack the code by disrupting his thinking with positive action through speed and activity. Tim turns weakness into strength, fear into speed, and self-doubt into power – *fast*.

His revolutionary tactics smash the molds, break the barriers, and bridge the gap between generations, with lessons and takeaways for both the present and decades into the future.



HOST SCHOOL MAPS

FULL SAIL UNIVERSITY



HOST SCHOOL MAPS

Hello Competitors!

Welcome to States Competition 2019! When you arrive at UCF Friday morning, please hang the decal on your rearview mirror and park in Garage D. You can input into Google Maps "Parking Garage D, Orlando, Florida" and it will take you to the correct garage. To find the Student Union from Garage D, please see below. We are looking forward to hosting you.

Kindest Regards,
Florida Collegiate DECA

