



HI (Hospitality Innovations) From Dolly 2025

Conference Guide

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Message from the State Advisors

Welcome to HI From Dolly!

On behalf of Tennessee DECA, FBLA, and FCCLA, we are thrilled to invite you to this one-of-a-kind event celebrating the vibrant world of hospitality and tourism — right here in the heart of the Smoky Mountains at Dollywood!

This immersive experience is designed to connect what you're learning in the classroom to real-world opportunities in one of Tennessee's most dynamic industries. From behind-the-scenes insights to hands-on learning, you'll walk away with new skills, fresh inspiration, and a deeper understanding of the careers that power this exciting field. We are also excited to offer a competitive event experience this year!

If you need this document in an alternate format for accessibility purposes, please contact CTSO.Questions@tn.gov.

We are proud to partner with Dollywood and local industry leaders to bring you this unique event. Whether you're exploring theme park operations, guest services, culinary arts, or entertainment management, we encourage you to ask questions, stay curious, and make the most of every moment.

We're so glad you're attending — let's make it an unforgettable event!

Zach Buchanan & Jake Kelley

State Advisors

Tennessee DECA, FBLA & FCCLA

General Conference Information

We are excited to see you at the third annual Hospitality Innovations Conference. Tennessee DECA, FBLA, and FCCLA members will come together from across the state to learn from multiple departments of both the theme park and hotel/resort operations.

Changes to this conference guide will be highlighted below.

DATES

Sept. 28, 2025: DreamMore Resort Stay and Tours (optional)

Sept. 29, 2025: HI (Hospitality and Innovations) from Dolly at Dollywood with optional competitive event

LOCATION

DreamMore Resort & Spa

2525 DreamMore Way

Pigeon Forge, TN 37863

Dollywood

2700 Dollywood Parks Blvd

Pigeon Forge, TN 37863

Important Dates and Deadlines

Please note that the dates and deadlines below are tentative and subject to change.

Date	Item
Aug 11, 2025	Registration Opens at 8 a.m. CT
Aug 27, 2025	Registration Closes at 5 p.m. CT (or when capacity is reached)
Sep 19, 2025	Payment Deadline
Sep 19, 2025	Chapter Certification Form Due
Sep 28, 2025	Afternoon Arrival (Optional Stay) Hotel check-in: 4 p.m. ET
Sep 29, 2025	Morning Departure to Park Conference Check-in: 8 - 8:45 a.m. ET

Conference Checklist

AUGUST 2025

- ☐ Review the entire conference guide.
 - ☐ Share with chapter officers to review.
- ☐ Advertise the conference to your chapter members.
- ☐ Submit school district field trip paperwork.
- ☐ Determine the cost to attend with your chapter, including registration, transportation, and other expenses.
- ☐ Set deadlines for registration and payment
- ☐ Set up money collection with your school's bookkeeper.
- ☐ Submit a purchase order to your school bookkeeper. *(*Invoices will have the submission date on them and can't be changed)*
- ☐ Create a conference packet that includes all necessary conference information and required permission forms. Share with members.
- ☐ Host a parent meeting to discuss the expectations and responsibilities of students at the conference.
- ☐ Collect payment from student members before the registration deadline.
- ☐ Register all students, advisors, and guests by **Aug. 27**.

SEPTEMBER 2025

- ☐ After registering your chapter, print off your invoice. Have all attendees verify that their information (name, dietary restrictions) is correct and initial.
 - ☐ Any changes should immediately be brought to you. This step should be done early in the registration process to allow time for changes.
- ☐ Secure transportation.

- ☐ Mail check to Tennessee DECA, FBLA, or FCCLA by **Sept. 19**.
- ☐ Ensure all attendees have all required forms, including the CTSO Multiple Release Form and any district forms..
- ☐ Forms must be with the advisor at all times.
- ☐ Complete the Chapter Certification form by **Sept. 19**.
- ☐ Review the tentative agenda with members.
- ☐ Check in onsite at the conference during the chapter check-in times.

Registration

LINK

- [Registration Form](#)
- Registration opens on **Monday, Aug. 11, at 8 a.m. CT**

DEADLINE

Registration closes on **Friday, Aug. 27, at 5 p.m. CT**

ELIGIBILITY

- This event is open to Tennessee DECA, FBLA, and FCCLA members.
- Chapters are not allowed to have prior outstanding, unpaid invoices. A chapter's registration may be canceled if the chapter registers but has a prior unpaid invoice.

COST

Attendee Type		Cost
Students	Student members of TN DECA, FBLA, or FCCLA	\$65
Advisors	Teachers serving as Chapter Advisors	\$80
Chaperones	School-approved adults to chaperone students	\$80
Season Pass Holders	Students or Adults who have a Dollywood season pass	\$30

Lodging (Optional)	Cost
DreamMore Resort room (one to four occupancy)	\$240

REGISTRATION INCLUDES

- Breakfast
- Lunch
- General sessions
- Park tours
- Exploring the park
- Mock competitions

INFORMATION NEEDED TO REGISTER

- Advisor name, email, and phone to be entered into the Blue Panda registration system
 - If you need access to Blue Panda, please [submit a support request](#) on Tennessee FBLA's website. Please indicate your chapter name and which organization you are with in the "Organization Name" field to ensure your account is set up correctly.
- Attendee name and gender for room assignments
- Requests for accommodations and dietary restrictions

POLICIES

- All attendees, including members, advisors, chaperones, and accessibility support staff, are required to register for the conference.
- All attendees must be affiliated members of Tennessee DECA, FBLA, or FCCLA for the 2025-26 school year to register for the conference.
- By registering, you agree to all conference policies and guidelines outlined in this Conference Guide and the Multiple Release Form.
- No late registrations will be accepted.
- No registration refunds will be granted after the registration deadline for those who do not attend.
- Only paid registrants are eligible to participate in conference events. Anyone not registered for the conference will be asked to leave the conference premises.
- All chapters are required to have a school-approved adult chaperone on-site for the duration of the conference. Chapters are required to have **one (1) chaperone for every ten (10) students**.
- Chaperones are typically advisors; however, if an advisor is unable to attend, please refer to your district/school policy to determine who is eligible to chaperone your students in their place.
- Accessibility support staff must attend with a registered advisor/chaperone.

Payment

DEADLINE

All payments must be **received** by **Friday, Sept. 19**.

INVOICE

After submitting your registration, you will be able to download an invoice directly from the registration confirmation page. A copy of the invoice will also be emailed to the advisor.

If your school or district requires an invoice with specific information, please generate a pro forma invoice that you can submit for payment.

[Tennessee DECA Pro Forma Invoice](#)

[Tennessee FBLA Pro Forma Invoice](#)

[Tennessee FCCLA Pro Forma Invoice](#)

PAYING BY CHECK

As three CTSOs are attending this event, please ensure that **checks are made payable to your aligned CTSO only (Tennessee DECA, FBLA, or FCCLA).**

Include a copy of the registration invoice and mail it to:

Tennessee DECA, FBLA, or FCCLA
525 Royal Pkwy, Unit 291929
Nashville, TN 37229-4051

Please note our new mailing address listed above, effective with the 2025-26 school year.

Download our W-9 form at tnctsos.org/w9.

PAYING BY CREDIT CARD

To pay by credit card, please submit a support request at tndeca.org/contact, fblatn.org/contact, or tnfccla.org/contact. A 3% surcharge will be added. Our team will send you a secure link to complete your payment online.

RECEIPT

Once payment is received and processed, a receipt will be issued from our finance system. It will be sent from <quickbooks@notification.intuit.com>.

Required Forms

- [Multiple Release Form](#)
 - Must be completed by ALL attendees
 - Copies to be kept with the Chapter Advisor at all times
- [Chapter Certification Form](#)

- Must be completed by the Chapter Advisor and a school administrator by **Sept. 19.**

Lodging

PLEASE NOTE: Lodging at DreamMore Resort is optional for schools that wish to stay overnight before the conference. Check-in for hotel rooms starts at **4 p.m. ET on Sept. 28**, with a short optional programming with Resort Staff in the evening. On Monday morning, guests will be able to leave their luggage in a holding room in the lobby and take a shuttle to the park. Parking is included at the DreamMore Resort for registered guests.

Dress Code

We understand this is one of the last days of summer, and many of you will be enjoying the park after the sessions. We encourage all attendees to wear organization (DECA, FBLA, or FCCLA) t-shirts or school t-shirts with casual shorts or pants and comfortable shoes. Please refrain from wearing athletic wear or clothing that is inappropriate or revealing, as we are representing the three premier career and technical student organizations. All attendees are required to wear school-approved attire.

Parking

Parking at the park is \$25 for personal vehicles and complimentary for buses. Priority parking is available for \$50 and is in the same lot as the buses. Parking can be pre-purchased on Blue Panda during registration. Resort self-parking is included in the rate for the hotel stay.

Food

Included in your registration is a meal voucher for a children's meal or \$8 off an adult meal for each student ticket and a \$10 voucher for each adult ticket. We will provide pastries and bottled water for breakfast, as well as on the way into the theater for the presentation at 9 a.m.

We have also purchased a souvenir refillable mug for each adult, along with complimentary refills, as a small token of appreciation for helping make this opportunity possible for the students.

DIETARY RESTRICTIONS

Advisors should indicate all attendees' dietary restrictions upon registration so that we can plan accommodations accordingly for all attendees. Please note that any dietary restrictions not submitted during registration cannot be guaranteed to be accommodated.

Conference Schedule

Please note the schedule is tentative and subject to change. All times are Eastern Time.

SUNDAY, SEPT. 28, 2025

4:00 p.m.	Hotel Check-In Begins
6:00 p.m.	Resort Presentations

MONDAY, SEPT. 29, 2025

8:00 a.m. - 8:45 a.m.	Shuttles depart DreamMore Resort for Dollywood
8:15 a.m. - 9:00 a.m.	Check-In and Registration
9:00 a.m. - 10:00 a.m.	Park Operations Presentations and Q&A
10:00 a.m. - 11:00 a.m.	Park Tours
10:30 a.m. - 1:00 p.m.	Competitive Event Experience

Park Tours

Park Tours will be available in one session. The combined tour will include the attractions, merchandise, and culinary departments. In the registration system, you will be able to choose if you would like to attend a park tour.

Competitive Event Experience

New this year, we are excited to offer a mock competition session featuring a custom case study developed specifically for Tennessee CTSOs. The topic will focus on hospitality and tourism, and students will compete individually. Each participant will have 10 minutes to review the scenario and prepare, followed by 10 minutes to present their solution to a judge or panel. A pencil and one sheet of blank paper will be provided for brainstorming and note-taking.

While this experience is not an exact replica of any one national competitive event, it draws inspiration from DECA's Individual Series Events, FBLA's Hospitality and Event Management, and FCCLA's Hospitality, Tourism, and Recreation competitions.

Competition times will be scheduled to align with tour times, so students can choose to participate in both. Results will be emailed after the conference, and prizes will be announced in the Know Before You Go (KBYG) guide, which will be released on **Sept. 19**. The rubric and additional details will also be included in the KBYG guide.

Frequently Asked Questions

Q: Can students do both a park tour and a competition?

Competition times will be scheduled in conjunction with tours, allowing students to participate in both if they choose to do so.

Q: Who can I contact with questions?

For all questions, please submit a support request at tndeca.org/contact, fblatn.org/contact, or tennesseefccla.org/contact. This ensures your request is routed to the correct team.

Q: Where is my invoice?

Invoices will automatically generate from Blue Panda once you submit your registration. If your school or district requires an invoice with specific information, please generate a pro forma invoice that you can submit for payment by using the links below.

[Tennessee DECA Pro Forma Invoice](#)

[Tennessee FBLA Pro Forma Invoice](#)

[Tennessee FCCLA Pro Forma Invoice](#)