

# PRESS RELEASE



*For immediate release*

**Contact:** Mihir Weling  
VP of Public Relations/Business  
Partnership Development  
Phone (925) 998-1272  
Email [foothilldeca@gmail.com](mailto:foothilldeca@gmail.com)

Tami Raaker  
Foothill DECA Advisor  
Foothill High School  
4375 Foothill Road  
Pleasanton, CA 94588

## **Foothill Students With Great Success at DECA Northern California Conference**

56 Falcons Compete in Business and Career Development Conference

**[San Ramon, CA, January 12-14, 2018]** High school students from Foothill High School in Pleasanton competed at the DECA Northern California Career Development Conference in San Ramon, California from January 12-14 and earned 157 awards collectively, a great leap for Foothill's chapter. There were a total of 15 overall (which includes presentation(s), a test and/or a written report combined) 1st-3<sup>rd</sup> place winners.



Foothill DECA's competitive team after the awards session at the 2018 Northern California Career Development Conference in San Ramon, California. *Photo courtesy of student photographer.*

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Dylan Zhao (left) and Nathan Williams (right) pose on stage after placing overall for their event at their first DECA conference. *Photo courtesy of student photographer.*

“This year I felt that I learned the most from my NorCal experience,” says Sharanya Kumar. “I have learned the importance of research in the field of marketing and innovation and also the importance of teamwork. I’m looking forward to our state conference in March.”

Prior to the Northern California Career Development Conference, students prepared for months to compete in the organization’s numerous events.

Over 850 students from various schools in the region participated in a variety of real life business scenarios that tested practical and theoretical skills surrounding marketing, management, hospitality and tourism, finance, and other business subjects.

Through comprehensive exams, on-the-spot presentations, and prepared written projects, students were able to demonstrate the skills gained through months of training.

In addition, the conference provided opportunities to network with other students, as well as alumni and professionals in the numerous fields, furthering students’ exposure to the business world.

Foothill DECA is now preparing for the State Career Development Conference in March.

<b>Foothill DECA Northern California Overall 1<sup>st</sup>-3<sup>rd</sup> Place Winners 2018</b>		
<b>Competitor</b>	<b>Event</b>	<b>Place</b>
Trinity Chang	Business Services Marketing	1 <sup>st</sup>
Benjamin Chen	Sports and Entertainment Marketing	2 <sup>nd</sup>
Kevin Chou	Hospitality an Tourism Professional Selling	3rd
Pranav Dhar	Finance Team Decision Making	3rd
Valentina Im	Food Marketing Series	3 <sup>rd</sup>
Kaylie Kim	Apparel and Accessories Marketing	2nd
Sharanya Kumar	Entrepreneurship Innovation Plan	3 <sup>rd</sup>
Emily Pang	Fashion Merchandising Promotion Plan	3 <sup>rd</sup>

Anika Puri	Apparel and Accessories Marketing	3rd
Rishab Singh	Finance Team Decision Making	3 <sup>rd</sup>
Rithvik Sunku	Food Marketing Series	2 <sup>nd</sup>
Nathan Williams	Sports and Entertainment Team Decision Making	2nd
Rocky Xi	Entrepreneurship Series	3 <sup>rd</sup>
David Xu	Human Resources Management	2nd
Dylan Zhao	Sports and Entertainment Team Decision Making	2nd

DECA is a career technical student organization that prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

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