

PRESS RELEASE



For immediate release

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Foothill DECA Moves Virtual: Students Celebrate Entrepreneurship and Succeed in Competition

Two students place top ten in the online Business Pitch Challenge

Pleasanton, CA, November 16-22, 2020: November 16th through the 22nd is always an exciting time for DECA members across the globe, as they celebrate Global Entrepreneurship Week. Foothill DECA definitely shines as it promotes local entrepreneurs, holds a business workshop, and celebrates those who are finding their talent in competition as well. The chapter not only teaches students about entrepreneurship during the week but also cultivates rising entrepreneurs throughout the year.

In October, students in the Google Classroom™ for Foothill DECA took the opportunity to apply their business knowledge in a competitive environment: the California DECA Business Pitch Challenge. By the end of the challenge, students who chose to compete could, in teams of one to three, come up with a product idea, make a slide deck outlining the details, and record their presentation. Luckily, many students already had products in mind!

In the weeks prior, these Foothill students competed against each other in an event based off of the popular entrepreneurship TV show, *Shark Tank*. They came up with a product with their teams and presented over video calls with various experienced members of the chapter officer team. Leaving these calls with invaluable feedback, members improved their presentations vastly.

Kelsey Lem, VP of Membership Development, describes, "Once we finalized our Google Classroom, we were able to host various successful activities like Shark Tank. It was truly amazing seeing the members applying their newly-acquired entrepreneurial skills to this activity and responding to our officers' feedback."

While being a high school organization that typically functions completely in-person, Foothill DECA has seamlessly transitioned into a virtual setting, putting together weekly activities, competition training, and successful events regularly for members.

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To find more information or help judge future DECA events, reach out at foothilldeca@gmail.com!

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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