



PRESS RELEASE

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MISSOURI DECA Members Earn Recognition at DECA's Virtual International Career Development Conference

Missouri DECA members earned the organization's highest honors at DECA's International Career Development Conference (ICDC) held virtually during the month of April this year. DECA members receiving recognition at the international level include the following Missouri students:

Event Name	Award	Competitor Name	Competitor's High School
PAT DIPLACIDO MEMORIAL SCHOLARSHIP	Scholarship	Joshua Wolk	Ladue Horton Watkins High School
BRENDA CLARK MEMORIAL SCHOLARSHIP	Scholarship	Annie Vo	Bayless High School
Apparel and Accessories Marketing Series	Exam	Anna Hart	Springfield Central High School
Apparel and Accessories Marketing Series	Exam	Sophie Stefka	Springfield Parkview High School
Business Services Operations Research	Eighth	Tucker/Tucker	Wentzville Timberland High School
Business Services Operations Research	Finalist	Tucker/Tucker	Wentzville Timberland High School
Buying and Merchandising Operations Research	Finalist	Hillemann/Reiter	Wentzville Timberland High School
Hospitality and Tourism Professional Selling	Exam	Amarra Fusco	Nixa High School
Innovation Plan	First	Aidan Oiknine	Ladue Horton Watkins High School

Innovation Plan	Finalist	Aidan Oiknine	Ladue Horton Watkins High School
Innovation Plan	Finalist	Madeline Baer	Tipton High School
Integrated Marketing Campaign - Event	Exam	Josh Wolk	Ladue Horton Watkins High School
Integrated Marketing Campaign - Event	Finalist	Tkachenko/Wolk	Ladue Horton Watkins High School
Marketing Communications Series	Third	Catherine Butler	Kirkwood High School
Marketing Communications Series	Finalist	Catherine Butler	Kirkwood High School
Marketing Communications Series	Role Play 2	Catherine Butler	Kirkwood High School
Marketing Management Team Decision Making	Finalist	Contractor/Lee	Francis Howell North High School
Principles of Finance	Presentation	Alex Kepes	Fair Grove High School
Principles of Marketing	Second	Arthi Kondapaneni	Wentzville Liberty High School
Principles of Marketing	Exam	Arthi Kondapaneni	Wentzville Liberty High School
Principles of Marketing	Finalist	Arthi Kondapaneni	Wentzville Liberty High School
Quick Serve Restaurant Management Series	Exam	Jonah Samson	Ladue Horton Watkins High School
Sales Project	Finalist	Poteet/Weymuth	Smith-Cotton High School
School Based Enterprise - Food Operations	Finalist	Maci Renner	East Newton High School
School Based Enterprise - Food Operations	Second	Grace Barnes/Hallie Bond	Nevada Regional Technical Center
School Based Enterprise - Food Operations	Finalist	Grace Barnes/Hallie Bond	Nevada Regional Technical Center
School Based Enterprise - Retail Operations	Seventh	Heman/Johns	Springfield Glendale High School
School Based Enterprise - Retail Operations	Finalist	Heman/Johns	Springfield Glendale High School

Sports and Entertainment Marketing Series	Role Play 1	Andrew Kollitz	Kirkwood High School
Sports and Entertainment Marketing Series	Finalist	Kiernan Patton-Yarbrough	Ladue Horton Watkins High School
Sports and Entertainment Marketing Series	Role Play 2	Kiernan Patton-Yarbrough	Ladue Horton Watkins High School
Start-Up Business Plan	Finalist	Delaney Batchelder	Blue Springs High School

Nearly 13,000 DECA members competed during the virtual conference, representing the best-of-the-best from association conferences that qualified them to attend this elite group of competitors. Most of DECA's 59 competitive events each fielded approximately 175 competition entries, representing thousands of competitors at the local, regional, and state/provincial levels. The DECA members above are part of 15 percent of competitors who earned an international medallion for their excellence on an exam or presentation or as an overall finalist.

"These DECA members should be commended for earning the remarkable recognition as an international honoree," said Frank Peterson, executive director of DECA Inc. "Their success in our competitive events program — especially in a virtual format — is just one indicator that they are striving to be college and career ready through their classroom learning."

DECA members presented case study solutions and presentations through recorded videos, with approximately the top 20 competitors in each competitive event earning the opportunity to deliver a final presentation in a virtual meeting with a business professional live over Zoom.

DECA's competitive events program is aligned to National Curriculum Standards in the career clusters of marketing, business management, finance, and hospitality and tourism. With categories such as the Integrated Marketing Campaign, Start-Up Business Plan, Business Law and Ethics Team Decision Making, Hospitality and Tourism Professional Selling and Business Finance, the competitive events are designed to simulate real-life business scenarios and test students' academic understanding and skills development. During this year's virtual format, nearly 1,000 business professionals from across the world evaluated DECA members' concepts, ideas and projects against industry-validated performance indicators.

"As an integral component of classroom instruction, our industry-validated competitive events program helps ensure that DECA members learn the knowledge and skills that industry says are important to be successful in their future career," said Christopher Young, chief program officer at DECA Inc. "Business professionals volunteer to evaluate DECA members against those standards in determining our international champions, thus reinforcing our DECA members' career readiness."

This year's #DECAICDC featured 17,000 members and advisors in attendance. In addition to career-based competition, DECA members engaged in a series of leadership sessions, watched an interview with keynote Marcus Lemonis from CNBC's The Profit, and streamed video presentations provided by more than 50 internationally recognized businesses.

About DECA Inc.

DECA is a career and technical student organization that prepares emerging leaders and entrepreneurs who are interested in careers in marketing, finance, hospitality, and management. DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, apply learning, connect to business and promote competition. DECA student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, experienced leaders. DECA is a 501(c)(3) nonprofit with more than 150,000 members in 4,000 high school and college chapters in all 50 United States, Canada, Guam, Puerto Rico, and Germany.

For more information about DECA, visit <http://www.deca.org>.

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