



## News Release

For Immediate Release

October 3, 2025

### Washington DECA's Fall Learning Conference Returns to Bellevue

Bellevue, WA — Washington DECA is set to welcome over 1,800 high school students and educators from across the state to the **Fall Learning Conference (FLC)**, held November 2–4, 2025, at the Hyatt Regency Bellevue. This three-day event serves as the official launch of the DECA year, immersing students in leadership development, career pathways, industry credentials, competition preparation, and career exploration.

This year's conference prepares students to approach their educational pathway through a forward-thinking mindset that allows them to make a lasting impact in their schools, communities, and future careers.

#### Conference Highlights:

The Fall Learning Conference has become one of the most transformative learning opportunities for Washington students outside of the classroom. Attendees engage in experiences that rival professional-level training, including:

- **Keynote Leadership Inspiration** from nationally recognized speakers who challenge students to think boldly and act decisively. Their keynotes include former professional football player, Keith Davis, and Francesca Peri, Vice President of Leadership Experience for Starbucks.
- **Immersive Career Pathway Breakout Sessions** designed to expand horizons in business, technology, hospitality, and entrepreneurship.
- **Credentialing & Professional Skills Development** that provide students with industry-recognized certifications and résumé-ready experiences.
- **Mock Competition Experience** that allows students to step into real-world business scenarios, practice case study analysis, and refine presentation skills. Through DECA's competitive events, members build confidence in problem-solving, teamwork, and persuasive communication, skills that prepare them to stand out in college and career settings. They are excited to welcome 200 community volunteers to serve as judges for this event.
- **Chapter Leadership Academy** that equips students with the tools to lead their peers and participate in activities enabling them to be leaders in their future careers.
- **Community Engagement Opportunities** that connect youth with nonprofit organizations across Washington, instilling both social responsibility and real-world networking skills.



"The Fall Learning Conference ignites the start of a powerful leadership journey for our students. It challenges them to explore their potential, increase their confidence and learn from peers and professionals who model excellence. We would like to thank Seattle University Albers School of Business and Economics for being the presenting sponsor of FLC," said Lori Hairston, Washington DECA Executive Director. "There are still opportunities available to provide resources for students, ensuring that every participant can benefit from the transformative experience this conference provides. By supporting FLC, you invest in the future—cultivating the innovators, entrepreneurs, and changemakers who will lead our communities forward."

By hosting the event in Bellevue, a city at the center of Washington's technology and business growth, Washington DECA gives students a unique opportunity to learn in an environment shaped by innovation and entrepreneurial energy.

### **About Washington DECA**

Washington DECA is a state chapter of the national DECA organization, preparing high school students for college and careers through competitive events, leadership development, and experiential learning in marketing, finance, hospitality, and management.

For more information, visit [www.wadeca.org/flc](http://www.wadeca.org/flc). To support this event, visit [www.wadeca.org/partner](http://www.wadeca.org/partner).

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