47 Marketing Students from Career Center qualify for DECA State

Hannah Johnson, Melanie Leary and Scott Fuenfhausen, DECA Advisors for Columbia Area Career Center, are proud to announce the results of the DECA District 2 competition that was held on Wednesday, February 8 at the Holiday Inn EXPO Center in Columbia. More than 200 students from District 2 competed in the day-long event including DECA members from the Battle, Hickman and Rock Bridge DECA chapters. Students finishing the top two in each event advance to the State Career Development Conference on March 12 for the chance to move on to Nationals which will be held in Anaheim, CA in April.

The following DECA students qualified for state:

Human Resource Management
2nd place: Nicole Jefferson (Hickman)

Apparel & Accessories Marketing
1st place: Molly Baker (Hickman)

Automotive Services
2nd place: Reid Wilson (Hickman)

Business Services Marketing
2nd place: Noah Tamerius (Hickman)

Marketing Communications
1st place: Sidharth Kutikkad (RB)
2nd place: Nathan Overton (Battle)

Restaurant and Food Service Management
1st place: Ashley Arneson (RB)
2nd place: Henry Wilson (RB)

Retail Merchandising
2nd place: Wyatt Shaw (Hickman)

Hotel & Lodging Management
1st place: Ana Tager (Hickman)

Sports & Entertainment Marketing (individual series)
1st place: Kate Walter (Christian Fellowship/RB)
2nd place: MacKenzie Thomas (Hickman)

Food Marketing Series
1st place: Elisabeth Glass (RB)

Business Financial Services
1st place: Matt Hall (RB)
2nd place: Alex Kay (Christian Fellowship/RB)
Quick Serve Restaurant Management
1st place: Sean Yockey (Hickman)

Principles of Business Management & Administration
1st place: Siddhant Chaurasia (RB)
2nd place: Claire Niedar (Hickman)

Principles of Hospitality & Tourism
1st place: Mercedez Waters (Hickman)
2nd place: Alyssa Carinder (RB)

Principles of Marketing
2nd place: Mitchell Norton (Hickman)

Principles of Finance
2nd place: Matt Gibson (Fr. Tolton/RB)

**Team Management Events:**

Business Law & Ethics
1st place: Moiz Muhammad & Brian Baker (RB)
2nd place: Madelyn Jones & Margaret Pingelton (RB)

Buying & Merchandising
1st place: Ellen Terry & Delaney McDannold (RB)
2nd place: Jake Ripley & Connor Buckley (RB)

Financial Analysis
1st place: Taryn Johnson & Bailey Hawkins (Hickman)

Hospitality Services
1st place: Paul Kindling & Carlo Montano (RB)
2nd place: Sara Swaney & Caitlin Fogue (Hickman)

Sports & Entertainment (team)
1st place: Andrew Paten & Forrest Wilson (Hickman)
2nd place: Tyler Montgomery & Drew Gilliland (Hickman)

Travel & Tourism
1st place: Sarah Bai & Camille McManus (RB)
2nd place: Peyton Jones & Aubrey Wilson (RB)

Marketing Management
1st place: Ryan Fox & Brady Wirth (Hickman)

Leadership Delegate:
Matt Hall (RB)
Third Place finishers: (do not qualify for state)
Abby O’Connor (RB): Apparel & Accessories
Tanner Strodtman (Battle): Business Financial Services
Aidyn Dodds & R. Nick King (Hickman): Business Law & Ethics
Grace Kallenbach & Jasmine Richardson (RB): Buying & Merchandising
Grace Teddy (Hickman): Food Marketing
Nick King & Dakota Summerfield-Solomon (Hickman): Financial Analysis
Nicole McConnell-Seibur (Hickman): Hotel & Lodging Management
Amanda Rasmussen (Hallsville/RB): Human Resource Management
Alex Hake & Jordan Smith (RB): Marketing Management
Jack Widhalm (RB): Principles of Business Management
Jake Fraunfelder (RB): Principles of Finance
Isaac Martin (RB): Principles of Marketing
Annika Storvick (Hickman): Restaurant & Food Service Management
Zach Stewart (Christian Fellowship/RB): Sports & Entertainment (individual)
Anna Kate Sundvold & Brandon Rettke (RB): Sports & Entertainment (team)
Nura Shoune & Asa Pojman (RB): Travel & Tourism
Kendra Jones (RB): Marketing Communications

The DECA competition is divided into two parts. Students first take an exam which tests basic marketing knowledge. The second portion of the competition is “role play” where students are given a marketing situation in which they must develop a solution and then present that solution to a judge who rates their solution. The final score is a combination of the two parts.