

21 Marketing Students from Career Center qualify for DECA Nationals

Pete Eichholz, Anne Hickman and Scott Fuenfhausen, DECA Advisors for Columbia Area Career Center, are proud to announce the results of the DECA State competition that was held on at the Lodge of Four Seasons at the Lake of the Ozarks from March 15 - 17. More than 1,750 students from around the state of Missouri competed in the three day-long event including DECA members from the Battle, Hickman and Rock Bridge DECA chapters. The following students finished in the top of their categories to earn a spot to the DECA International Career Development Conference which will be held in Orlando, FL in April.

The following DECA students qualified for nationals:

Human Resource Management

6th place: Lily Burns (Hickman)

Hotel & Lodging Management

3rd place: Betsy Poehlman (RB)

Sports & Entertainment Marketing (individual series)

3rd place: Gareth Greenwell (Hickman)

Quick Serve Restaurant Management

1st place: Andrew Ricks (Christian Fellowship)

Principles of Hospitality & Tourism

2nd place: Ana Tager (Hickman)

Team Management Events:

Business Law & Ethics

2nd place: Brett Norton & Peyton Tettleton (Hickman)

Buying & Merchandising

1st place: Lauren Forest & Maddy Towns (RB)

4th place: McKenzie Harris & Eden Bartok (Hickman)

Hospitality Services

6th place: Elliot Bones & Paul Kindling (RB)

Sports & Entertainment (team)

1st place: Carson England & Eric Kuse (RB)

3rd place: Andrew Wooldridge & Matt Eichelmeier (RB)

Marketing Communications

3rd place: Charlie Dranginis & Sam Baugher (Hickman)

Leadership Delegate:

Brooklyn Hill (RB)

District 2 Vice President/Missouri State Action Team
Madison McDonnell

Medalists but do not qualify for nationals

Apparel & Accessories Marketing
Becca Wagner (Hickman)

Automotive Services
Austin Schiefer (Christian Fellowship)

Business Finance
Jack Rentschler (RB)

Principles of Finance
Mariah Murphy (RB)

Financial Analysis
Tanner Lawrence & Daniel Veros (Hickman)

Hospitality Services
Sam Hoyt & Aubrey Jaco (Hickman)

Travel & Tourism
1st place: Maddie Gilmore & Kay Frymire (Hickman)

Marketing Communications
Matasen Chambers & Caitlin Price (Hickman)

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.