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Kimberly DECA

Press Release

District Competition For Immediate Release

Howard Suamico, WI, January 13, 2018: On Saturday, Kimberly DECA had 62 competitors participate at the Wisconsin DECA District 4 Competition. The competition was held at Bay Port High School and included students from over twenty area high schools including several schools from the Fox Valley area such as: Appleton East, Appleton North, Appleton West, Hortonville, Neenah and the Oshkosh school district. At the District competition, students choose from a variety of competition events in one of the following clusters:

- Business Management & Administration
- Finance
- Hospitality & Tourism
- Marketing

The competition involves an exam related to the business concepts and two role plays. Role plays often put students into a scenario where they are an employee or manager and they are presented with a problem they must solve. Students then present their ideas to judges who are acting as the boss. Judges for the day are business professionals from the Appleton and Green Bay area. These role plays are a great way for students to practice their soft skills in communication, creativity and decision making.

DECA is an international marketing and business association for college and high school students. DECA provides opportunities for its members to learn more about careers in marketing and business and gain vital career skills. This is done through the competitive career development conferences at district, state, and international levels.

In total, Kimberly finished with 41 medalists and 16 finalists. First place finishers for Kimberly include Carli Lund - Sports and Entertainment Marketing); Taylor Paschen (Automotive Services Marketing); Isaiah Ness and Daniel Ponto (Entrepreneurship). Second place finishers include Jon Carl (Principles of Finance), Joe Radtke and Travis Thyges (Financial Services). Third place finishers include Olivia Hansen (Principles of Marketing); Fritz Melzl (Sports and Entertainment Marketing) and Jesse Lambrecht (Business Finance). Finishing in fourth place were Curtis Dahlen (Accounting Applications) Lauren Mertens (Automotive Services Marketing), Jacob Hansen and Nicholas Logan (Business Law and

Ethics) and Emma Peerenboom and Lily Dozer (Travel and Tourism Marketing). Kimberly will send 15 students to the State Career Development Conference March 5-7 at the Grand Geneva Resort in Lake Geneva, Wisconsin. Representing Kimberly in competition will be: Taylor Paschen, Jon Carl, Carli Lund, Isaiah Ness, Daniel Ponto, Joe Radtke, Travis Thyges, Emma Peerenboom, Lily Dozer, Will Hinz, Fritz Melzl, Paige Schumaker, Megan Dagesse, Ana Rank, Anna Dresang. Students who finish top in their event at the state conference will have the opportunity to compete at the international conference in Atlanta, Georgia in April.

Picture Identification:

1828 – Kimberly DECA Competitors

1843 – Ian Sorenson & Ryan Poulsen getting ready for the general session

1878 – Hayden Zima, Ray Zuleger & Zander Zima showing off their professional dress for competition

1870 – Emma Peerenboom & Lily Dozer reviewing before their competitive event

1976 – Daniel Ponto & Isaiah Ness finish first place in the Entrepreneurship category





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