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NEWS RELEASE

FOR IMMEDIATE RELEASE

TWELVE KIMBERLY STUDENTS IN DECA ADVANCE TO INTERNATIONALS

Kimberly, Wis. – March 27, 2019 – [Kimberly High School \(KHS\)](#) had 12 DECA students place in the top six at the DECA State Career Development Conference therefore advancing to the international competition in Orlando, Florida, in late April. There were also three medalists and two finalists from KHS. “The students continued the Kimberly DECA tradition of outstanding placements in their respective competitions as all members in attendance medaled,” said Tony Schaaf, DECA advisor and business and information teacher at Kimberly High School. “They also demonstrated an extremely high level of professionalism in their endeavors throughout the weekend.”

Top three finishers for Kimberly include Jon Carl who earned 1st Place in the Entrepreneurship Innovation Plan, Mason Lawrenz took 2nd Place in the Accounting Application Series, Paige Schumacker and Ana Rank, as a team with Brynn Malcomson as a substitute, earned 3rd Place for their Financial Literacy Promotion Project and Vienna Melzl earned 3rd Place in Principles of Hospitality/ Tourism.

Fifth place finishers for Kimberly include Carli Lund in the Sports and Entertainment Marketing Series, Mason Lawrenz and Friedrich Melzl, as a team, in the Entrepreneurship Start-Up Business Plan, and Luke Endries and Joe Radtke for Financial Services Team Decision Making. Emma Peerenboom and Lily Dozer received 6th Place in Travel and Tourism Team Decision Making.

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Jon Carl, a junior at Kimberly High School, earned 1st Place for his Entrepreneurship Innovation Plan at the DECA State Conference.

The medalists from Kimberly were Ryan Poulsen for Sports and Entertainment Marketing Series, Friedrich Melzl for the Sports and Entertainment Marketing Series Test and Paul Been on the Entrepreneurship Series Test. Vienna Melzl and Brynn Malcomson were Finalists for their Entrepreneurship Innovation Plan.

For DECA competitions, the students choose from a variety of competition events in one of the following clusters:

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



Mason Lawrenz, senior at KHS, took 2nd Place in the Accounting Application Series at the DECA State Conference.



The team of senior Ana Rank and junior Paige Schumacker, earned 3rd Place for their Financial Literacy Promotion Project at the DECA State Conference.

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 are business professionals from the area. These role plays are a great way for students to practice their soft skills in communication, creativity and decision making. Others will compete by creating research

projects, business prospectuses, and advertising campaigns.

Each March, over 1,000 Wisconsin DECA member/students and their advisors from all over the state attend the State Career Development Conference (SCDC) held in Lake Geneva. Students having excelled at the District level in January have opportunities to compete at SCDC. Those DECA member/students with outstanding results at the SCDC will represent Wisconsin at the International Career Development Conference in Orlando later this spring.

As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school.

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.

About the Kimberly Area School District

The Kimberly Area School District is a progressive public school district committed to providing the best possible education available to students. Its responsibility is to help lead the way in developing well-rounded students and future citizens. The District wants every student to be given the opportunity to reach their potential through academics, the arts and co-curricular activities. It encompasses approximately 17 square miles and serves over 5,100 students in one 4K center, four elementary schools (5K-4), two intermediate schools (5-6), one middle school (7-8) and one high school (9-12). To learn more about the Kimberly Area School District, call (920)788-7900 or visit www.kimberly.k12.wi.us.