

## Missouri ICDC DECA FINALISTS 2025

Apparel and Accessories Marketing Series	Finalist	Hannah Bryant	Springfield Central High School
Business Services Operations Research	Finalist	Chloe Lawson	Clinton Technical School
Business Solutions Project	Finalist	William Douglas/Liana Gray	Springfield Glendale High School
Buying and Merchandising Operations Research	Finalist	Alaina Friedhoff/Elizabeth Korte	Parkway North High School
Buying and Merchandising Operations Research	Finalist	Nathanael Cummings/Lillian Howser	Springfield Kickapoo High School
Career Development Project	Finalist	Cohen Kennedy/Parker Margolis	Ladue Horton Watkins High School
Financial Literacy Project	Finalist	Jordyn Campbell/Lily Thoma	Francis Howell High School
Hospitality Services Team Decision Making	Finalist	Molly Archibald/Moyra Nichols	Francis Howell High School
Independent Business Plan	Finalist	Saathvika Meenvalli	Fort Zumwalt South High School
Integrated Marketing Campaign - Service	Finalist	Charlotte McClanahan	Nixa High School
Principles of Business Management and Administration	Finalist	Jeffthan Glaster	Smith-Cotton High School
Principles of Hospitality and Tourism	Finalist	Devansh Sharma	Marquette High School
Professional Selling	Finalist	Sadie French	Francis Howell High School
Quick Serve Restaurant Management Series	Finalist	Sohan Maganty	Ladue Horton Watkins High School
Retail Merchandising Series	Finalist	Noah Barks	Springfield Parkview High School
Sales Project	Finalist	Audrey Stockwell/Madison Stockwell	Ladue Horton Watkins High School
Sales Project	Finalist	Lucy Aguirre/Addison Lee	Springfield Glendale High School
School Based Enterprise - Food Operations	Finalist	Noelle Jensen/Annika Spacil	Lee's Summit North High School
School Based Enterprise - Food Operations	Finalist	Jack Branch/Val Guzman	Springfield Parkview High School
School Based Enterprise - Retail Operations	Finalist	Alex Morrow/Maya Morse	Springfield Glendale High School
Start-Up Business Plan	Finalist	Owen Pirch	Blue Springs High School



*What does the Silver SEAL mean:*

Your student scored in the top 25% of their specific event. If there was 100 people in their event, they did better than at least 75 other students.

*How do I get the Certificate?*

It will be in your Students Portal.

Advisors will be able to access this certificate in their Conference Portal.

## GET FEEDBACK ON YOUR DECA COMPETITIVE EVENTS PERFORMANCE

DECA's competitor transcripts measure your achievement compared to other members from your association and all competitors within your competitive event at ICDC.

Login to the student portal or ask your chapter advisor for more information after #DECAICDC.

Competitor transcripts are included in the registration fee for all competitors.

[www.deca.org/studentportal](http://www.deca.org/studentportal)

Category	Normal score	International	Sub	Low	Med	High
Comprehensive Exam	85	91				
Preliminary Case Study	92	92				
Final Case Study	92	88				
Overall	177	86				

**DECA**  
INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

Student: High Young  
School: DECA High School  
Location: Reston, VA  
Competitive Event: Buying and Merchandising Team Decision Making

Comprehensive Exam	Raw Score	VA	Int	Sub	Low	Mid	High
Channel Management	87	55	82				
Communication Skills	100	98	99				
Economics	100	98	99				
Emotional Intelligence	83	38	53				
Financial Analysis	83	71	89				
Information Management	75	69	77				
Market Planning	75	67	84				
Marketing-Information Management	53	16	53				
Operations	100	99	99				
Product/Service Management	82	69	78				
Professional Development	100	98	99				
Promotion	92	83	98				
Selling	100	88	99				

Instructional Area: Operations & Marketing	Met	Int	Sub	Low	ME	EE
1. PI #1 - Describe marketing functions and related activities.	✓	95				
2. PI #2 - Explain customer/buyer/business buying behavior.	✓	93				
3. PI #3 - Demonstrate connections between company actions and results.	✓	89				
4. PI #4 - Explain the nature and scope of purchasing.	✓	90				
5. PI #5 - Select vendors.	✓	63				
6. PI #6 - Place orders/orders.	✓	89				
7. PI #7 - Identify quality-control measures.	✓	95				
8. Clarity of expression	✓	59				
9. Organization of ideas	✓	78				
10. Showed evidence of mature judgment	✓	59				
11. Effective participation of both team members	✓	80				
12. Overall impression and responses to the judge's questions	✓	59				

Instructional Area: Information Management	Met	Int	Sub	Low	ME	EE
1. PI #1 - Assess information needs.	✓	92				
2. PI #2 - Apply information to accomplish a task.	✓	89				
3. PI #3 - Obtain needed information efficiently.	✓	73				
4. PI #4 - Evaluate quality and source of information.	✓	79				
5. PI #5 - Describe the need for marketing information.	✓	97				
6. PI #6 - Explain the nature and scope of the marketing information management function.	✓	35				
7. PI #7 - Identify information monitored for marketing decision making.	✓	97				
8. Clarity of expression	✓	97				
9. Organization of ideas	✓	50				
10. Showed evidence of mature judgment	✓	97				
11. Effective participation of both team members	✓	59				
12. Overall impression and responses to the judge's questions	✓	89				

Key: N=No value, BE=Below Expectations, ME=Meets Expectations, EE=Exceeds Expectations  
Met Prof. = If this box is checked, the Judge felt that the student possessed enough knowledge and skill to be employed in an entry-level position in the career area.

The students below will be invited to the Governor’s Mansion for the Excellence of Education Reception on May 16 from 10:30-12:30AM in Jefferson City.

Accounting Applications Series	Role Play 2	Kelly Bian	Ladue Horton Watkins High School
Apparel and Accessories Marketing Series	Exam	Dinah Hodgson	Raymore-Peculiar High School
Apparel and Accessories Marketing Series	Role Play 2	Presley Peck	Republic High School
Apparel and Accessories Marketing Series	Finalist	Hannah Bryant	Springfield Central High School
Business Services Operations Research	Presentation	Ella Smith	Odessa High School
Business Services Operations Research	Presentation	Chloe Lawson	Clinton Technical School
Business Services Operations Research	Finalist	Chloe Lawson	Clinton Technical School
Business Solutions Project	Presentation	William Douglas/Liana Gray	Springfield Glendale High School
Business Solutions Project	Finalist	William Douglas/Liana Gray	Springfield Glendale High School
Buying and Merchandising Operations Research	Presentation	Alaina Friedhoff/Elizabeth Korte	Parkway North High School
Buying and Merchandising Operations Research	Presentation	Nathanael Cummings/Lillian Howser	Springfield Kickapoo High School
Buying and Merchandising Operations Research	Finalist	Alaina Friedhoff/Elizabeth Korte	Parkway North High School
Buying and Merchandising Operations Research	Finalist	Nathanael Cummings/Lillian Howser	Springfield Kickapoo High School
Career Development Project	Finalist	Cohen Kennedy/Parker Margolis	Ladue Horton Watkins High School
Community Awareness Project	Presentation	Josie Peck/Madison Rettke	Smith-Cotton High School
Entrepreneurship Series	Exam	Raghav Mani	Clayton High School
Entrepreneurship Team Decision Making	Exam	Zane Novinger	Nixa High School
Entrepreneurship Team Decision Making	Exam	Ronald Lowry	Nixa High School
Financial Literacy Project	Presentation	Jordyn Campbell/Lily Thoma	Francis Howell High School
Financial Literacy Project	Finalist	Jordyn Campbell/Lily Thoma	Francis Howell High School
Hospitality Services Team Decision Making	Presentation	Molly Archibald/Moyra Nichols	Francis Howell High School
Hospitality Services Team Decision Making	Finalist	Molly Archibald/Moyra Nichols	Francis Howell High School
Independent Business Plan	Presentation	Saathvika Meenvalli	Fort Zumwalt South High School
Independent Business Plan	Finalist	Saathvika Meenvalli	Fort Zumwalt South High School
Integrated Marketing Campaign - Product	Exam	Gia Grillo	Ladue Horton Watkins High School
Integrated Marketing Campaign - Service	Presentation	Charlotte McClanahan	Nixa High School
Integrated Marketing Campaign - Service	Finalist	Charlotte McClanahan	Nixa High School

Marketing Communications Series	Role Play 1	Danica Whetsell	St Joseph Lafayette High School
Principles of Business Management and Administration	Finalist	Jeffthan Glaster	Smith-Cotton High School
Principles of Entrepreneurship	Exam	Jesse Steeger	Pacific High School
Principles of Finance	Exam	Christian Cavener	Franklin Technology Center
Principles of Hospitality and Tourism	Presentation	Devansh Sharma	Marquette High School
Principles of Hospitality and Tourism	Finalist	Devansh Sharma	Marquette High School
Professional Selling	Exam	Vihaan Sawardekar	Marquette High School
Professional Selling	Exam	Bach Dao	Springfield Central High School
Professional Selling	Finalist	Sadie French	Francis Howell High School
Quick Serve Restaurant Management Series	Role Play 1	Sohan Maganty	Ladue Horton Watkins High School
Quick Serve Restaurant Management Series	Role Play 2	Sohan Maganty	Ladue Horton Watkins High School
Quick Serve Restaurant Management Series	Finalist	Sohan Maganty	Ladue Horton Watkins High School
Retail Merchandising Series	Role Play 1	Noah Barks	Springfield Parkview High School
Retail Merchandising Series	Finalist	Noah Barks	Springfield Parkview High School
Sales Project	Presentation	Audrey Stockwell/Madison Stockwell	Ladue Horton Watkins High School
Sales Project	Presentation	Lucy Aguirre/Addison Lee	Springfield Glendale High School
Sales Project	Finalist	Audrey Stockwell/Madison Stockwell	Ladue Horton Watkins High School
Sales Project	Finalist	Lucy Aguirre/Addison Lee	Springfield Glendale High School
School Based Enterprise - Food Operations	Finalist	Noelle Jensen/Annika Spacil	Lee's Summit North High School
School Based Enterprise - Food Operations	Finalist	Jack Branch/Val Guzman	Springfield Parkview High School
School Based Enterprise - Retail Operations	Finalist	Alex Morrow/Maya Morse	Springfield Glendale High School
Sports and Entertainment Marketing Series	Role Play 2	Eli Emmenegger	Clayton High School
Start-Up Business Plan	Presentation	Owen Pirch	Blue Springs High School
Start-Up Business Plan	Finalist	Owen Pirch	Blue Springs High School

The Excellence in Marketing Education reception, recognizes the best of the best in Marketing Education (and Missouri DECA) students from across the state. Invitations are based on ICDC performance and ICDC recognition.

May 16, 2025

Missouri Governor's Mansion (Jefferson City)

10:30 am - 12:30 pm

### **ICDC Medal Winners**

- ❖ Event Place Winners
- ❖ Finalists
- ❖ Top 10 Exam Score
- ❖ Top 10 Presentation
- ❖ Top 10 Role Play #1
- ❖ Top 10 Role Play #2

Students who made it to finals will be presented with a proclamation from the State Legislature. Students who placed in the Top 10 in a component of their event will receive a certificate.

In preparing for the Excellence in Marketing Education Reception, we would like for you to gather the needed information. This form is due for your ICDC winner on Friday May 2. It is a quick turnaround, but we need to get the information to the Jefferson City Capital Administrative Assistant ASAP. Congratulations!

Advisors you received an email on Saturday with the links to the form for the Excellence in Marketing Education Reception and a website to look up State Representative. Please return by this Friday May 2.