

## Missouri Collegiate Association of DECA – 2018 State Conference Results

The annual state conference for the Missouri Collegiate Association of DECA was held on February 22 and 23, 2018 at the Lodge of Four Seasons, Lake Ozark. Over 140 college members and advisors were in attendance to compete and assist with 25 different competitive events involving individual case studies, team case studies and prepared presentations.

Online testing occurred prior to the conference and the members who received top scores on their exams were honored with a special award. Those students were:

JACOB SULLENS – UNIVERSITY OF MISSOURI - COLUMBIA - FINANCE EXAM

MATTHEW FRAPPIER – UNIVERSITY OF CENTRAL MISSOURI – HOSPITALITY AND TOURISM EXAM

EMILY SCHROEDER – MISSOURI STATE UNIVERSITY – MARKETING EXAM

KYLE ADAMS – MISSOURI STATE UNIVERSITY – BUSINESS MANAGEMENT AND ADMINISTRATION EXAM

Below is a list of each event and their proficiency recipients as well as the students who placed in each event.

### **TEAM CASE STUDIES**

#### **BUSINESS ETHICS**

##### *Proficiency Recipients:*

Jason Alpert & Jared Lauhoff, Columbia College

Brady Bickert & Jordan Rehkow, University of Central Missouri

Blane Carter & William Padilla, University of Missouri-Columbia

Mitch Lummis & Carson Trent, William Jewell College

Tanner DeVore & Jakob Miller, William Jewell College

Kameryn Bellinger & Jaclyn Zilch, William Woods University

Jody Bischoff & Nina McKee, William Woods University

##### *Winners:*

Placing 3rd in Business Ethics: Brady Bickert & Jordan Rehkow, University of Central Missouri

Placing 2nd in Business Ethics: Jody Bischoff & Nina McKee, William Woods University

And the first place winners for Business Ethics 2018: Tanner DeVore & Jakob Miller, William Jewell College

#### **BUSINESS TO BUSINESS MARKETING:**

##### *Proficiency Recipients:*

Kiana Owens, Lincoln University

Ian Broadley & Joseph Scheihing, Missouri State University

Chris Hensen & Laci Zeidler, Southeast Missouri State Univ

Madison O'Dell & Mattie Stimble, University of Missouri-Columbia

Ryan Hiatt & Ty Pratt, William Jewell College

Nicholas Mennemeyer & Adam McGee, William Woods University

*Winners:*

Placing 3rd in BUSINESS TO BUSINESS MARKETING: Nicholas Mennemeyer & Adam Magee, William Woods University

Placing 2nd in BUSINESS TO BUSINESS MARKETING: Ian Broadley & Joseph Scheihing, Missouri State University

Placing 1<sup>st</sup> in BUSINESS TO BUSINESS MARKETING:

1st Place Winner: Kiana Owens, Lincoln University

EVENT PLANNING:

*Proficiency Recipients:*

Jade John & Khanh Nguyen, Columbia College

Dillion Richardson & Braeden Westhusing, Lindenwood University

Courtney Hammonds & Kelsey Ingram, Missouri State University

Madison Francis & Hannah Gordon, Southeast Missouri State Univ

Kacie Huxol & Lynn Kreul, University of Missouri-Columbia

Collin Kasitz & Sutton Porth, William Jewell College

*Winners:*

Placing 3rd in Event Planning: Kacie Huxol & Lynn Kreul- University of Missouri-Columbia

Placing 2nd in Event Planning: Jade John & Khanh Nguyen- Columbia College

1st Place Winner: Madison Francis & Hannah Gordon, Southeast Missouri State University

MARKETING COMMUNICATIONS:

*Proficiency Recipients:*

Jamie Greco, Monica Eckelkamp and Monica Friedman, Lindenwood University

*Winners:*

Placing 3rd in Marketing Communications: Blake Henson – Southeast Missouri State University

Placing 2nd in Marketing Communications: Angela DeLuca and Kyle Adams -Missouri State University

1st Place Winner: Jamie Greco, Monica Eckelkamp and Monica Friedman, Lindenwood University

## SPORTS & ENTERTAINMENT MARKETING:

### *Proficiency Recipients:*

Christian Clemons & Luke Hays, Missouri State University

Lydia Corneal & Carlos Pacha, Southeast Missouri State Univ.

Brennen Lipp & Hannah Schwartz, University of Central Missouri

Ross Reynolds & Jackson Roberts, University of Missouri-Columbia

Jacob Dice & Parker Tergin, William Jewell College

Riley Findley & Jameson Howard, William Jewell College

### *Winners:*

Placing 3rd in Sports and Entertainment: Jacob Dice & Parker Tergin, William Jewell College

Placing 2nd in Sports and Entertainment: Christian Clemons & Luke Hays, Missouri State University

1st Place Winner: Lydia Corneal & Carlos Pacha, Southeast Missouri State University

## **PREPARED PRESENTATIONS**

### ADVERTISING CAMPAIGN:

#### *Proficiency Recipients:*

Connor and Taylor Hepler, Lindenwood University

#### *Winners:*

Placing 3rd in Advertising Campaign: Layne Davis of University of Central Missouri

Placing 2nd in Advertising Campaign: Nicole Mense and Jessie Borgmann of University of Central Missouri

1st Place Winners: Connor and Taylor Hepler of Lindenwood University

## **INDIVIDUAL CASE STUDIES**

### ACCOUNTING:

#### *Proficiency Recipients:*

Jonathon Dunlop, Lindenwood University

Luke Hays, Missouri State University

Lydia Corneal, Southeast Missouri State University

Mitch Lummis, William Jewell College

Carson Trent, William Jewell College

Jody Bischoff, William Woods University

*Winners:*

Placing 5th in Accounting: Jody Bischoff, William Woods University

Placing 4th in Accounting: Carson Trent, William Jewell College

Placing 3rd in Accounting: Mitch Lummis, William Jewell College

Placing 2nd in Accounting: Luke Hays, Missouri State University

1st Place Winner: Lydia Corneal, Southeast Missouri State University

BANKING FINANCIAL SERVICES:

*Proficiency Recipients:*

Savannah J. Bice, Lindenwood University

Jacob Sullens, University of Missouri-Columbia

*Winners:*

Placing 5th in Banking Financial Services: Traeton Helton, Lincoln University

Placing 4th in Banking Financial Services: Jay Pinkston, University of Central Missouri

Placing 3rd in Banking Financial Services: Jonathon Dunlop, Lindenwood

Placing 2nd in Banking Financial Services: Savannah J. Bice, Lindenwood University

1st Place Winner: Jacob Sullens, University of Missouri-Columbia

CORPORATE FINANCE SERVICES

*Proficiency Recipients:*

Savannah J. Bice Lindenwood University

Christian Clemons, Missouri State University

Jay Pinkston, University of Central Missouri

Jacob Sullens, University of Missouri-Columbia

*Winners:*

Placing 5th in Corporate Finance: Collin Kasitz, William Jewell College

Placing 4th in Corporate Finance: Christian Clemons, Missouri State University

Placing 3rd in Corporate Finance: Jay Pinkston, University of Central MO

Placing 2nd in Corporate Finance: Savannah J. Bice, Lindenwood

1st Place Winner: Jacob Sullens, University of Missouri-Columbia

FASHION MERCHANDISING & MARKETING:

*Proficiency Recipients:*

Clayton Walde, East Central College

Diante Graves, Lincoln University

Kiana Owens, Lincoln University

Noel Fazio, Lindenwood University

Connor Hepler, Lindenwood University

Emily Schroeder, Missouri State University

Layne Davis, University of Central Missouri

Lauren Feise, University of Missouri-Columbia

Meredith Spencer, University of Missouri-Columbia

Sydney Georges, William Jewell College

Sutton Porth, William Jewell College

*WINNERS:*

Placing 5th in Fashion Merchandising: Diante Graves -Lincoln University

Placing 4th in Fashion Merchandising: Sutton Porth -William Jewell

Placing 3rd in Fashion Merchandising: Noel Fazio-Lindenwood University

Placing 2nd in Fashion Merchandising: Emily Schroeder - Missouri State University

1st Place Winner: Meredith Spencer - University of Missouri-Columbia

HOTEL AND LODGING:

*Proficiency Recipients:*

Kassidy Groepe , Lindenwood University

Taylor Reynolds, Lindenwood University

Mackenzie Thomas, Missouri State University

Madison Francis, Southeast Missouri State University

Megan Kloepper , University of Central Missouri

Carver Shipman, University of Central Missouri

Lynn Kreul , University of Missouri-Columbia

Michael Bowen, Columbia College

Tamisha Eldridge, Lincoln University

Madeline Phillips, Missouri State University

Julie Quantin, Missouri State University

*Winners:*

Placing 5th in Hotel and Lodging: Tamisha Eldridge, Lincoln University

Placing 4th in Hotel and Lodging: Cassidy Groeper, Lindenwood University

Placing 3rd in Hotel and Lodging: Madison Francis, Southeast Missouri State University

Placing 2nd in Hotel and Lodging: Lynn Kreul, University of Missouri-Columbia

1st Place Winner: Megan Kloepper, University of Central Missouri

HUMAN RESOURCE MANAGEMENT:

*Proficiency Recipients:*

Traeton C. Helton, Lincoln University

Taylor Hepler, Lindenwood University

Hanna Smith, Lindenwood University

Jordan Rehkow, University of Central Missouri

Blane Carter, University of Missouri-Columbia

Jameson Howard, William Jewell College

Christian Ousnamer, William Jewell College

Shelby Hutchingson, Lincoln University

*Winners:*

Placing 5th in Human Resource Management: Traeton C. Helton Lincoln University

Placing 4th in Human Resource Management: Jordan Rehkow, University of Central Missouri

Placing 3rd in Human Resource Management: Blane Carter, University of Missouri-Columbia

Placing 2nd in Human Resource Management: Jameson Howard, William Jewell College

1st Place Winner: Christian Ousnamer, William Jewell College

MARKETING MANAGEMENT:

*Proficiency Recipients:*

Carli Gogol, Lindenwood University

Emily Schroeder, Missouri State University

Jessie Borgmann, University of Central Missouri

Eric Doerhoefer, University of Missouri-Columbia

William Padilla, University of Missouri-Columbia

Meredith Spencer, University of Missouri-Columbia

*Winners:*

Placing 5th in Marketing Management: Emily Schroeder - Missouri State University

Placing 4th in Marketing Management: Meredith Spencer, University of Missouri-Columbia

Placing 3rd in Marketing Management: William Padilla, University of Missouri-Columbia

Placing 2nd in Marketing Management: Eric Doerhoefer, University of Missouri-Columbia

1st Place Winner: Carli Gogol, Lindenwood University

RESTAURANT AND FOOD MANAGEMENT:

*Proficiency Recipients:*

Bria Rice, Lincoln University

Taylor Reynolds, Lindenwood University

Hannah Gordon, Southeast Missouri State University

Natalie Craig, University of Central Missouri

Matthew Frappier, University of Central Missouri

Kacie Huxol, University of Missouri-Columbia

Soley Kilian, University of Missouri-Columbia

Suzanne Zborowski, University of Missouri-Columbia

Tamisha Eldridge, Lincoln University

Julie Quantin, Missouri State University

*WINNERS:*

Placing 5th in Restaurant and Food: Kacie Huxol, University of Missouri-Columbia

Placing 4th in Restaurant and Food: Soley Kilian, University of Missouri-Columbia

Placing 3rd in Restaurant and Food: Hannah Gordon, Southeast Missouri State University

Placing 2nd in Restaurant and Food: Matthew Frappier, University of Central Missouri

1st Place Winner: Natalie Craig, University of Central Missouri

RETAIL MANAGEMENT

*Proficiency Recipients:*

Kyle Adams, Missouri State University

Mackenzie Thomas, Missouri State University

Matthew Frappier, University of Central Missouri

Nina McKee, William Woods University

Jason Alpert, Columbia College

Jared Lauhof, Columbia College

Tessa Belknap, University of Central Missouri

*Winners:*

Placing 5th in Retail Management: Jason Alpert, Columbia College

Placing 4th in Retail Management: Jared Lauhof , Columbia College

Placing 3rd in Retail Management: Tessa Belknap, University of Central Missouri

Placing 2nd in Retail Management: Mackenzie Thomas, Missouri State University

1st Place Winner: Kyle Adams, Missouri State University



## SALES MANAGEMENT MEETING

### *Proficiency Recipients:*

Carli Gogol, Lindenwood University

Joseph Scheihing, Missouri State University

Laci Zeidler, Southeast Missouri State University

Natalie Craig, University of Central Missouri

Nicole Mense, University of Central Missouri

Juliana Bartoli, University of Missouri-Columbia

Eric Doerhoefer, University of Missouri-Columbia

Soley Kilian, University of Missouri-Columbia

Ryan Hiatt, William Jewell College

Christian Ousnamer, William Jewell College

### *Winners:*

Placing 5th in Sales Management Meeting: Juliana Bartoli, University of Missouri-Columbia

Placing 4th in Sales Management Meeting: Nicole Mense, University of Central Missouri

Placing 3rd in Sales Management Meeting: Joseph Scheihing, Missouri State University

Placing 2nd in Sales Management Meeting: Christian Ousnamer, William Jewell College

1st Place Winner: Eric Doerhoefer, University of Missouri-Columbia

## TRAVEL AND TOURISM

### *Proficiency Recipients:*

Jamie Greco, Lindenwood University

Abby Gordon, Southeast Missouri State University

Nicholas Cullum, University of Central Missouri

Ross Reynolds, University of Missouri-Columbia

Tanner DeVore, William Jewell College

Jade John, Columbia College

Malwina Najbar, Columbia College

Brittany Panzica, University of Central Missouri

Nicholas Mennemeyer, William Woods University

*Winners:*

Placing 5th in Travel and Tourism: Malwina Najbar, Columbia College

Placing 4th in Travel and Tourism: Jamie Greco, Lindenwood University

Placing 3rd in Travel and Tourism: Jade John, Columbia College

Placing 2nd in Travel and Tourism: Ross Reynolds, University of Missouri-Columbia

1st Place Winner: Nicholas Cullum, University of Central Missouri