

On Saturday January 12, Holmen DECA attended the District 1 Career Development Conference at UW-Stout. Holmen had 65 students attend the conference, with 60% of them being recognized for outstanding performance in their competitive events. During the conference, students took a 100 question cluster exam ranging in topics from marketing, management, hospitality, and entrepreneurship. After the students completed the exam, they each competed in two marketing and business situation role plays with a business professional judge in a variety of categories. Overall, there were 19 chapters in attendance at the conference. As a chapter, Holmen brought home 54 contest medals, had 12 overall finalists, four 4th place winners, three 3rd place winners, seven 2nd place winners, and two 1st place winners. Holmen will be advancing 40 students to the State Career Development Conference from March 3-6 in Lake Geneva, WI. Holmen's individual student results from the District competition are listed below:

Apparel and Accessories Marketing:

Madison Twitchell- Role Play 1, Role Play 2, 2nd Place

Automotive Services Marketing:

Bennett Gunderson- Role Play 2, Marketing Cluster Exam, 2nd Place

Madeline Korish- Role Play 1, Overall Finalist

Business Services Marketing:

Jace Moeckly- Role Play 2

Entrepreneurship Individual:

Max Hammond- Role Play 2

Food Marketing:

Darian Thompson- Role Play 1, Role Play 2

Hotel and Lodging Management:

Micah Mravik- Role Play 2, Hospitality and Tourism Cluster Exam, 2nd Place

Shantae Sheard- Role Play 1

Human Resource Management:

Amanda Tyvoll- Role Play 1, Business Management and Administration Cluster Exam, Overall Finalist

Marketing Communications:

Zach Peterson- Role Play 1, Role Play 2, Marketing Cluster Exam, 2nd Place

Quick Serve Restaurant Management:

Sacia Gilbertson- Role Play 1, Hospitality and Tourism Cluster Exam, 1st Place

Restaurant and Food Service Management:

Malorie Olson- Role Play 1, Role Play 2, Hospitality and Tourism Cluster Exam, 3rd Place

Olivia Van Eijl - Marketing Cluster Exam

Retail Merchandising:

Sam Barnett- Role Play 1, Role Play 2, 2nd Place

Sports and Entertainment Marketing Individual:

Jackson Lutz- Role Play 1

Spencer Malone- Role Play 1, Overall Finalist

Principles of Business Management and Administration:

Kaden Banks- Role Play 2, Overall Finalist

Principles of Finance:

Chloe Lichucki- Role Play 1, Role Play 2, Business Administration Core Exam, 1st Place

Elle Stussy- Overall Finalist

Principles of Hospitality and Tourism:

Melissa Fixmer- Role Play 2

Delaney Gelder- Overall Finalist

Buying and Merchandising Team:

Ella Gander and Anna Hesch- Role Play 1, Overall Finalists

Entrepreneurship Team:

Alexa Breske and Braden Nissen: Role Play 1, Role Play 2, Entrepreneurship Cluster Exam, 2nd Place

Hospitality Services Team:

Haley Hillman and Kendall Pickett- Role Play 2, Overall Finalists

Marketing Management:

Gwenny Burrows and Mara Friesen- Marketing Cluster Exam

Sports and Entertainment Marketing Team:

Brett Berget and Ryan Mead- Marketing Cluster Exam

Even Mahlum and Jacob Peterson- Role Play 2, Marketing Cluster Exam, 3rd Place

Addison Hughes and Andrea Wink- Marketing Cluster Exam, 4th Place

Travel and Tourism:

Maddy Arendt and Natalya Melvin- Hospitality and Tourism Cluster Exam, Overall Finalists

Sam Ganther and Emma Swatek- 4th Place



