

USU DECA Club Shines at State Leadership Conference, Sending 32 Students to International Competition

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DECA Team at State

On Friday, February 7, the USU DECA Club, a student organization within the Jon M. Huntsman School of Business at Utah State University, traveled to Weber State University to compete in the State Leadership Conference. Facing off against collegiate DECA teams from across Utah, the Aggies showcased their business acumen, securing top placements in multiple events.

A total of 32 USU DECA students earned the opportunity to compete at the 2025 International Career Development Conference (ICDC) in San Francisco this April by placing 1st, 2nd, or 3rd in their respective categories. Their success highlights the dedication, teamwork, and strategic thinking that define the Huntsman School's approach to business education.

"This outstanding performance reflects the commitment of our Huntsman students to excel in their careers by adding professional presentations and content knowledge through Collegiate DECA to their educational experience, said Cheryl Cannell Burgess, data analytics & information systems lecturer at the Jon M. Huntsman School of Business. "A huge thank you to the club presidency, Reagen Chesmer, Jackson Capener, and Katelyn Hill, for their commitment to the club."

The team now prepares for the ICDC in San Francisco this April, where they will represent USU on the international stage.

USU DECA State Leadership Conference Winners:

- Advertising Campaign Project (Team): Kylie Back, Tyler Jensen, and Reagen Chesmer
- Business Ethics (Team): Karsten Bailey and Hunter Day
- Business-to-Business Marketing (Team): Macy Smith and Jairo Licon-Vera

- Digital Marketing Strategies (Indiv): McKenna Williams
- Entertainment Marketing (Team):
 - Kolton Bosshardt and Ethan Lowe (Team 1)
 - Julisa Aguilar and Ramon Ramirez (Team 2)
 - Ronan Spencer and Reagan Chesmer (Team 3)
- Entrepreneurship — Startup Project (Team): Katelyn Hill, Christian Andrewsen, and Isaac Andrewsen
- Entrepreneurship Operations (Indiv): Logan Pickle and Casey Larsen
- Event Planning (Team): Emerald Spencer and Joleen Veenendaal
- Fashion Merchandising and Marketing (Indiv): Katelyn Hill
- Financial Accounting (Indiv): Casey Larsen
- Financial Statement Analysis (Team): Spencer Bretey and Savannah Sheen
- Hotel and Lodging Management (Indiv): Abby Green
- Human Resource Management (Indiv): Jazmine Beach
- International Marketing (Team): Jackson Capener and Aggie Johnson
- Marketing Management (Indiv): Abby Green and Hallie Meier
- Professional Sales (Indiv): Hallie Meier and Rylee Jimenez
- Restaurant and Food Service Management (Indiv): Christine Glover and Luke Dickey
- Retail Management (Indiv): Clarissa Reynolds and Marissa McCliff
- Sports Marketing (Team):
 - Emerald Spencer and Joleen Veenendaal (Team 1)
 - Kolton Bosshardt and Ethan Lowe (Team 2)
- Travel and Tourism (Indiv): Ronan Spencer, Jackson Capener, and Aggie Johnson

Additional DECA Team Members:

Elijah Paul Castaneda, Jaren Pugmire, Lydia Spackman, Ammy Morales, and Kai Monson