

Huntsman Students Earn Top Placements at Collegiate DECA State Conference

02/12/2026



Deca State 2026

Huntsman students delivered an impressive showing at the Collegiate State Leadership Conference, successfully representing Utah State University across a range of business and marketing competitions. Led by DECA advisor Cheryl Burgess, students competed against peers from colleges throughout Utah for the opportunity to advance to Nationals in April 2026.

Events tested both preparation and performance, from written submissions and team presentations to individual exams and fast-paced case studies that required quick thinking, research, and polished presentation skills.

The following students placed in their respective events (listed alphabetically by event):

Advertising Campaign (Team)—

- Ronan Spencer & Blithe Bigelow: 2nd Place
- Kylie Back, Tyler Jensen, and Tyler Jacobs: 4th Place

Business Ethics (Team)—

- Luke Dickey and Hallie Meier: 1st Place

Business Research—

- Reagen Chesmer and Macy Smith: 1st Place
- Mei Li Knight: 2nd Place

Business-to-Business Marketing (Team)—

- Abby Green and Carson Cunningham: 1st Place
- Kylie Back and Tyler Jacobs: 4th Place
- Julisa Avelino Aguilar and Tyler Jensen: 5th Place

Digital Marketing Strategies (Team)—

- Lucy Daines and Jane Luster: 1st Place

Entertainment Marketing (Team)—

- [Ethan Lowe](#) and [Kolton Bosshardt](#): 1st Place
- Emmaree Orlandini and Alyssa Wangsgard: 3rd Place
- Aaron Bascom and Jake Traveller: 4th Place
- Reagen Chesmer and Ronan Spencer: 6th Place

Entrepreneurship: Growing Your Business—

- [Ethan Lowe](#): 2nd Place

Entrepreneurship: Starting a Business (Team)—

- Ashley Atkinson & [Clarissa Reynolds](#): 3rd Place

Event Planning (Team)—

- Lucy Daines and Ali Tarsi: 5th Place

Financial Accounting—

- Tyler Jensen: 4th Place

Fashion Merchandising and Marketing—

- Alyssa Wangsgard: 2nd Place

Financial Statement Analysis (Team)—

- [Gwen Holt](#), [Brianna Mindiola](#), and [Anna Moyes](#): 3rd Place

Hotel and Lodging—

- Jackson Capener: 3rd Place
- Robee Nielson: 6th Place

Human Resource Management—

- [Caleb Morgan](#): 1st Place
- Jazmine Beach: 4th Place
- Blithe Bigelow: 6th Place

International Marketing (Team)—

- [Jackson Capener](#) and [Aggie Johnson](#): 1st Place
- [Reagen Chesmer](#) and [Ronan Spencer](#): 3rd Place

Marketing Communications (Team)—

- [Abby Green](#) and [Carson Cunningham](#): 1st Place

Marketing Management—

- [Hallie Meier](#): 1st Place
- [Caleb Morgan](#): 2nd Place
- Jake Traveller: 4th Place

Professional Sales—

- [Rylee Jimenez](#): 2nd Place
- Hallie Meier: 5th Place

Restaurant and Food Service Management—

- Luke Dickey: 1st Place

Retail Management—

- Ali Tarsi: 1st Place
- [Clarissa Reynolds](#): 4th Place

Sales Management and Leadership—

- Aaron Bascom: 3rd Place
- Rylee Jimenez: 4th Place
- Blithe Bigelow: 5th Place
- Jazmine Beach: 6th Place

Sports Marketing (Team)—

- [Kolton Bosshardt](#) and [Ethan Lowe](#): 1st Place

Travel and Tourism—

- [Aggie Johnson](#): 4th Place