

Buena High School DECA Triumphs in Round 1 of National Virtual Business Competition

Sierra Vista, AZ – Buena High School's DECA chapter has demonstrated excellence once again, achieving outstanding results in the 2024 National DECA Virtual Business Challenge (Round 1). Competing against thousands of students nationwide, Buena DECA secured top placements in six of the eight categories, showcasing their commitment to business education and leadership.

The DECA Virtual Business Challenge (VBC), hosted by Knowledge Matters, is an official competitive event free for high school DECA members. The competition uses the Virtual Business series of simulations, challenging students to efficiently manage a virtual business while maximizing profits and customer satisfaction. During the qualifying rounds, participants operated their businesses over a set period of simulated time, with the top teams earning an invitation to compete live at the International Career Development Conference (ICDC), DECA's premier national competition, for prestigious DECA glass trophies.

This year, over 5,000 students competed in Round 1 across eight categories, and Buena DECA made a significant mark.

Round 1 Highlights:

- Fashion Category: Robert and George claimed 1st and 3rd place in Arizona.
- Restaurant Category: Ethan and Jorge took 1st and 3rd place in Arizona, with Buena DECA earning 8 of the top 10 spots.
- Hotel Management: Jason and Jan won 1st place in Arizona, and Derek secured 2nd place.
- Sports and Entertainment: Buena students placed 5 of the top ten spots in the state.
- Accounting Category: Jason and Ava took 1st and 3rd place in Arizona.
- Entrepreneurship Category: Gabe earned 3rd place, while Buena DECA students took 7 of the top 10 spots.

The most notable achievement came from Adam and Nathan, who earned the top two spots in the nation in the Entrepreneurship Category. Adam will now advance to the national finals in Orlando, Florida, where he will compete for the national title and a \$1,000 grand prize.

Buena High School DECA Advisor Bill Conroy shared his pride in the students' performance: *"These results are a testament to our students' dedication, teamwork, and strong business acumen. Buena DECA continues to set high standards and excel in competitive environments."*

The entire Sierra Vista community is encouraged to rally behind Adam as he prepares for the national finals in Orlando this April. The accomplishments of Buena DECA highlight not only the students' hard work but also the unwavering support from teachers, parents, and the local business community.

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