



BUSINESS MARKETING ACADEMY

A YEAR IN REVIEW



More Than A Classroom

The 2025–2026 school year has been an exciting year of growth, leadership, and real-world learning for the Business Marketing Academy. Throughout the year, students from all four districts gained hands-on experience through operating student-run businesses, participating in competitions, earning industry certifications, collaborating with community partners, and developing the professional and leadership skills needed for future success.

From classroom projects to international competition, our students continuously challenged themselves to think creatively, solve problems, work as teams, and represent the Four Cities Compact with professionalism and pride. This publication highlights many of the accomplishments, experiences, and memorable moments that made this year so special.

Thank you to our students, families, administrators, business partners, and community supporters for helping make the Business Marketing Academy such a meaningful and impactful experience.

Samantha Coldwell
scoldwell@barbertonschools.org



FOUR CERTIFICATIONS. *Endless Opportunities.*

Our students graduate with industry-recognized certifications that build real-world skills and open doors to the future.



AMA SOCIAL MEDIA MARKETING CERTIFICATION

Students learn how to create effective social media strategies, engage target audiences, and measure digital marketing success across platforms.



LEAN SIX SIGMA YELLOW BELT

Students gain the skills to identify problems, reduce waste, and improve processes using data-driven decision making and continuous improvement.



LEADERSHIP EXCELLENCE

Students strengthen their leadership, communication, teamwork, and problem-solving skills to lead with confidence in any environment.



SMALL BUSINESS MANAGEMENT & ENTREPRENEURSHIP

Students explore the essentials of starting and running a business, including planning, marketing, finances, and delivering value to customers.

BY THE NUMBERS

A YEAR OF LEARNING. LEADERSHIP. REAL-WORLD IMPACT.



40 STUDENTS

Building skills.
Creating opportunities.
Preparing for the future.

CERTIFICATION SUCCESS



96% OF STUDENTS PASSED

AMA Social Media Marketing Certification



100% OF STUDENTS PASSED

Lean Six Sigma Yellow Belt



93% OF STUDENTS PASSED

Small Business Management & Entrepreneurship



100% OF STUDENTS EARNED

Leadership Excellence



22 DECA STATE QUALIFIERS

Competing. Achieving. Representing our chapter at the state level.



5 INTERNATIONAL QUALIFIERS

Earning the opportunity to compete on the international stage.



100% OF SENIORS PASSED ALL 4 WEBXAMS

Demonstrating knowledge. Building confidence. Preparing for what's next.



BUSINESS MARKETING ACADEMY

JUNIOR YEAR

MAGIC MARKET CUSTOM APPAREL & MAGIC CART



Through the Magic Market Custom Apparel business, students gained real-world experience by managing every step of the client process from start to finish, from first client meetings to invoicing. This year, students served more than 30 clients, including other compact programs, local businesses, school organizations, family reunions, and vacation groups.

Students also operated the Magic Cart, a mobile school store that visited classrooms during Magic Time. Through this hands-on business experience, students conducted market research to determine which products would appeal most to customers, managed inventory, operated the Clover Point-of-Sale system, and provided customer service to students and staff.





BUSINESS MARKETING ACADEMY

SENIOR YEAR JUNIOR ACHIEVEMENT COMPANY PROGRAM



As part of the JA Company Program, senior students spent the year creating and operating real student-run businesses. Students worked in leadership, marketing, finance, sales, and operations roles while gaining hands-on experience in entrepreneurship, teamwork, communication, and problem-solving. Throughout the year, students developed products, managed finances, marketed their businesses, sold to real customers, and learned firsthand what it takes to run a company.

In the photo above, seniors Alany Rivera (CHS) and Jordynn Andrew (CHS) represent their company, The Healing Wick, during an appearance on New Day Cleveland.

In the photo to the right, Business Marketing Academy students, Carlos Inestroza (WHS) and Andres DeLaTrinidad (BHS), network with students from other Company Programs at the annual kickoff conference, where students collaborate, exchange ideas, and learn from industry professionals and business leaders.





BUSINESS MARKETING ACADEMY

THE DECA EXPERIENCE



DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management through real-world business experiences and competitive events. Throughout the year, Business Marketing Academy students competed at the district, state, and international levels while developing skills in communication, professionalism, leadership, teamwork, and problem-solving. Learn more at www.deca.org.



BUSINESS MARKETING ACADEMY

DECA ICDC HIGHLIGHTS

ICDC is DECA's international competition, where top-performing students from around the world come together to compete, network, attend leadership academies, and experience professional growth opportunities.



Max & Nathan preparing to compete in their Professional Selling event.



Students at the opening session in the Mercedes Benz stadium.



Alansy, Jenner & Luke attended the Thrive Academy where they developed leadership and teamwork skills.



From left to right: Alansy Rivera (CHS), Jordynn Andrew (CHS), Nathan Weyand (WHS), Max Morgan (WHS), Pryor Mariotti (CHS), Damian Jackson (WHS), Jenner Dye (WHS), Luke Tibbitts (WHS)



BUSINESS MARKETING ACADEMY

LOOKING AHEAD

2026-2027

DECA

LEADERSHIP TEAM

"LEAD. SERVE. INNOVATE. SUCCEED."

PRESIDENT
DAMIAN JACKSON

VICE-PRESIDENT
PRYOR MARIOTTI

<i>VP OF COMPETITION & MEMBER DEVELOPMENT</i> RYKER FICKEY	<i>VP OF MARKETING</i> CALVIN KRESOWATY	<i>DIRECTOR OF MARKETING</i> ELLA MATTLE
--	---	--

VP OF COMMUNITY ENGAGEMENT
MADISON ARNOLD

DECA
EMPOWERING LEADERS. BUILDING FUTURES.

Congratulations to the 2026–2027 Leadership Team! As the Business Marketing Academy and DECA chapter continue to grow, we are excited to see these student leaders help guide the future of our program. This team is already looking forward to meeting throughout the summer to set goals, develop new ideas, and continue building a strong, supportive, and successful chapter for the upcoming school year.