



NEWS RELEASE

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Contact: Lori Astell, Regional Director, Junior Achievement of Wisconsin - South Central Region
lastell@jawis.org | Phone: (608) 288-8201 | southcentralwisconsin.ja.org

Waunakee Teens Score a ‘Three-peat’ Win for Wisconsin in National Championship

WAUNAKEE, Wis.— Charlie Zimbric and Nathan Hansen from Waunakee Community High School became national champions in the JA Titan® Business Challenge this week in Atlanta. The Waunakee duo is the third Wisconsin team to win the national event since 2022. Another Wisconsin team, Elena Xiong and Olivia Rubenzer from Menomonie High School, took home fourth-place honors.

The national competition is part of “Future Bound” a 3-day event is led by national experts in innovation, entrepreneurship, and business. More than 300 Junior Achievement students from across the country attended Future Bound June 9 – 12 at Georgia State University in Atlanta, Georgia. The event features immersive learning experiences that connect students with mentors, industry professionals, and real-world opportunities.

The half-day business strategy championship pitted state winners from high schools across the nation against one another in a high-intensity, simulated business marketplace game in which teams work together in the role of “CEO” in the cell-phone industry. Players make split-second decisions in key business categories - production levels, marketing, pricing, research and development, capital improvements, and corporate social responsibility.

“We couldn’t be prouder of Charlie and Nathan’s performance at Future Bound,” said Lori Astell, Regional Director, Junior Achievement of Wisconsin - South Central Region. With the effort they put in, along with some amazing team-work and natural talent for business and entrepreneurship, they’ve really given Waunakee, JA, and Wisconsin something to be proud of.”

The JA Titan Business Challenge and JA Titan curriculum were originally developed in Wisconsin and are used by JA offices across the country. JA programs support national and state standards in reading, mathematics, social studies, and work and career readiness. “With student feedback, educator guidance, and corporate partners across Wisconsin like Acuity, Kwik Trip, Miller Electric, Landmark Credit Union, Lycon, Inc., and Johnson Financial, the legacy of Wisconsin’s place among the national winners of the JA Titan Business Challenge will hopefully continue for many years to come,” said Julie Granger, President of Junior Achievement of Wisconsin.

About Junior Achievement of Wisconsin

Junior Achievement is the world's largest organization dedicated to giving young people the knowledge and skills they need to achieve economic success, plan for their future, and make smart academic and economic choices. JA learning experiences are delivered by corporate and

community volunteers and provide relevant, hands-on lessons that give students from kindergarten through high school knowledge and skills in financial literacy, work readiness, and entrepreneurship. Additionally, Junior Achievement is expanding its reach to 18-to-25-year-olds to provide young adults with critical life skills. Since 2021, more than 14,000 Junior Achievement volunteers have taught JA life skills to 340,000 Wisconsin students. For more information, visit [Wisconsin.ja.org](https://www.wisconsin.ja.org).