

Waunakee Teens Score a ‘Three-peat’ In the National Championship



Charlie Zimbric and Nathan Hansen accept their national first place JA Titan award

Charlie Zimbric and Nathan Hansen from Waunakee Community High School became national champions in the JA Titan® Business Challenge last month 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 fifth-place honors.

The national competition is part of “Future Bound,” a 3-day event led by national experts in innovation, entrepreneurship, and business. More than 300 JA students from across the country attended Future Bound June 9–12 at Georgia State University in Atlanta. [Learn more.](#)

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, Director for the Southcentral Region of JA Wisconsin. “With the effort they put in, along with some amazing teamwork 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. “This JA program would not be possible without our generous corporate supporters, including statewide sponsor Acuity, plus regional sponsors 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.