



COULEE AREA

Friday, March 20, 2026 | 8:00 AM - 12:00 PM

WHAT IS JA TITAN BUSINESS CHALLENGE?

The stakes are high as student teams compete to navigate running a simulated company in the mobile phone industry. The JA Titan Business Challenge introduces economic and management decision-making skills using critical thinking, strategy development, and teamwork. Win or lose, the JA Titan Business Challenge provides an understanding of how management decisions affect a company's bottom line.

JA Titan Business Challenge offers:

- Fun, friendly competition with peers.
- Post-high school scholarships to top placing teams.
- Real-life business applications.
- Collaborative business decisions with your team.
- Community business mentors and opportunity to hear about their careers.
- Top placing team will compete in the statewide challenge.

Opportunities for students to get prepared:

- The JA Titan program for the classroom has 11 sessions that include tutorial, game-play strategy, competition session, and deep-dive sessions.
- Students can get practice logins before the event – just ask!

For more information and to register today, please visit:

<https://bit.ly/26CouleeJATitan>

HOSTED ON-SITE AT:
Lunda Center | Western Technical College
319 7th Street | La Crosse, WI



CONTACT

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STATEWIDE CHALLENGE
THURSDAY, MAY 7, 2026

