

Lindenwood's Collegiate DECA Team Brings Home Gold

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Celebrating DECA Gold are [from left] Craig Felzien, DECA advisor and director of the Duree Center for Entrepreneurship in the Hammond Institute, with team members Erwin Reyes, Allison Barry, Bella Rainey, and Isabel Holloway. [Lindenwood University/Hammond Institute photo]

Allison Barry received first place or DECA Gold in the team case study category of Sports & Entertainment at the Collegiate DECA Conference – ENGAGE – held the weekend of Nov. 21-23 in Chicago. Barry is a junior in the Plaster School of Business & Entrepreneurship at Lindenwood University, majoring in marketing with a double minor in human resources management and sports management.

More than 1,000 college students from across the United States and Canada attended the annual conference providing opportunities for students to engage with leading professionals through networking, corporate visits, and case study competition.