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# Two from Lindenwood Take Top Prize at National DECA Competition

November 17, 2017



Two Lindenwood University students in the Robert W. Plaster School of Business & Entrepreneurship each won the top prize at the Collegiate DECA ENGAGE National Competition in New York Nov. 9-11. Savannah Bice and Monica Friedman were among 500 students taking part in the competition.

DECA is an international association of high school and college students and teachers of marketing, management, entrepreneurship, finance, and hospitality. The organization prepares leaders and entrepreneurs for careers in those business areas.

In the ENGAGE competition, held annually in New York, students are placed randomly on teams of five to seven students from around the United States and presented with a case study on a business problem to solve. After a day and a night to collaborate, they make a brief presentation to judges on their solution to the case study or problem, which they did on Nov. 11.

Competing in the finance segment, Bice's group offered solutions to the Vanguard Investment Company on how to better brand and market its products. In the marketing category, Friedman's group was tasked with offering online marketing solutions to the Men's Wearhouse.

"The students on our Lindenwood University Plaster School of Business & Entrepreneurship Collegiate DECA Competition Team are truly the future leaders of our country's businesses," said Craig Felzien, DECA advisor and director of the school's Duree Center for

Entrepreneurship. “This was my first DECA competition as their advisor, and I am very impressed with the students’ level of professionalism. They have presentation skills many longtime business professionals can only dream of having. I look forward to helping them drive for even more success in the future.”

Bice and Friedman were both DECA competitors at the high school level and continued with it in college. Bice is a previous winner at the collegiate level, and this was the first win for Friedman.

***Photo cutline:*** Savannah Bice (left) and Monica Friedman with DECA advisor Craig Felzien after their wins in the DECA ENGAGE national competition in New York