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# Illinois Wesleyan Students Rank in Top 10 at International Conference

May 7, 2015

BLOOMINGTON, Ill.— Illinois Wesleyan students ranked in the top 10 at the recent Collegiate DECA International Career Development Conference.

More than 200 students competed in each of the events. Competitive events such as those in the International Career Development Conference allow students to put their experience, skills and knowledge to the test in competitions judged by business and industry professionals.

Alejandra Salinas '16 (Sugar Grove, Ill.) and Alyssa Gibson '16 (Centennial, Colo.) ranked in the Top 10 students in their respective categories. An accounting major, Salinas competed in the Accounting event, which involves a student analyzing a real-world accounting situation, interpreting data, providing solutions to the situation, and then role-playing with an accounting professional. Accounting major Matthew Braden '16 (Aurora, Ill.) also competed in that category and was recognized with a certificate of excellence for his performance in the role play.

A business administration and music double major, Gibson competed in the Retail Management category. This event challenges students to perform marketing and management functions and tasks in a retail establishment.

The three students are members of Illinois Wesleyan's Collegiate DECA. Salinas started the registered student organization two years ago and serves as president. Braden is vice president. DECA's goal is to prepare emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management.



(From left) Juniors Alyssa Gibson, Matthew Braden and Alejandra Salinas at the Collegiate DECA International Career Development Conference.