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BUSINESS STUDENT RANKS 1ST IN THE COUNTRY

Jimmy Mikel, a junior at Irondequoit High School, recently finished in first place in an online national business simulation competition called Virtual Business CyberCompetition.

Mikel, a student in Louis DiCesare's business ownership and marketing class, completed a six-week-long competition that tested his ability to make decisions on owning and operating a small convenience store. Areas of business management such as staffing, pricing, promotion and merchandising were all parts of the decision matrix he needed to manage.

Mikel ran his store for a period of one virtual year. On a Web page hosted by the creator of the software, Knowledge Matters Inc., he was then able to try to improve his rankings as many times as he wished within a six-week period, all the while business students from around the country were doing the same thing.

Mikel finished with a virtual profit of \$630,566, ranking him first in the country. His closest competitor, a student from Santiam Christian High School in Corvallis, Ore., finished with a virtual profit of \$576,327.

For finishing first, Mikel will receive a check for \$100.

He is an A student who is also on the school's ski team. He has taken international business and personal law classes.

Mikel also qualified, along with eight other IHS students at the DECA (Marketing Club) to go to the DECA State Career Conference being held this week at the Rochester Convention Center.