



2022 California ProStart Cup

Presented by

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BJ's Restaurants

Management Competition

Procedures and Rules

Participating teams, educators and mentors are responsible for understanding and following all of the procedures and rules contained in this document. Please read this document carefully to avoid receiving any penalties during the competition.

A welcome orientation at the event will be dedicated to the introduction of judges and review of the competition schedule. Competition rules will not be reviewed during the orientation meeting.

Questions regarding competition rules should be sent to Natalie Tong prior to arriving in Long Beach. She can be reached at ntong@calrest.org.

2022 California ProStart Management Cup Procedures and Rules

Table of Contents

General

Purpose + Eligibility 3

Attendees 3

General disqualifications 4

Final scoring 4

Schedules..... 4

General provisions..... 4

Management

Description..... 5

Preparation for management competition..... 5

Scoring 5

Role of the optional team manager..... 5

Uniform 6

Competition flow..... 6

Team Check-In..... 6

Day of Competition..... 6

Verbal presentation..... 7

Written proposal 7

Written proposal contents..... 8

Penalties 9

Management specific disqualifications 9

Event personnel 9

Exhibit A – 2022 Location description - ProStartville, USA 10

Exhibit B – Written proposal outline and checklist 11

Exhibit C – Restaurant space Scenario options..... 12

Exhibit D – Sample restaurant floorplan 13

Exhibit E – Menu item clarification 14

Exhibit F – Marketing tactic clarification 16

Exhibit G – Sample critical thinking scenarios 17

Exhibit H – Sample management competition timeline 18

Exhibit I – Sample management competition score sheets 19

Purpose

Students participating at the California ProStart Cup will demonstrate their knowledge of, passion for, and creativity in the restaurant industry through the Culinary and Management competitions. Participation reinforces the skills and knowledge learned from the ProStart program and the “Foundations of Restaurant Management and Culinary Arts” curriculum.

Eligibility

Students

1. High school students, currently enrolled in a program that uses the ProStart curriculum are eligible to participate. Multiple teams may represent an individual school. Participating teams will consist of two (2) to four (4) team members plus one (1) optional team manager.
2. Students may attend two or more California ProStart Cups as a competitor. However, students may only participate in the National ProStart Invitational twice.
3. Students may compete on one or both of the Culinary and Management teams in any year.

Teams

1. Participating teams consist of two (2) to four (4) student competitors and one (1) optional team manager, for a maximum total of five (5) students.
2. Teams also consist of one educator and one optional restaurant/foodservice industry mentor.
3. The team manager may only compete if an original team member is injured, sick or otherwise unable to participate. In such cases, the team manager, with a judge’s approval, may replace the affected student.
4. The team manager may also participate in certain defined roles in the competitions. See the rules for details.

Attendees

Families and fans are encouraged to attend the competition which is free to attend and open to the public. ProStart students who are interested in competing in the future are also encouraged to view the competition complimentary.

General Disqualifications

1. Teams will attend a required welcome orientation meeting on Monday, March 7, at a place and time designated by the event organizers. Any team that does not attend the pre-competition welcome orientation will be disqualified.
2. Competing students must arrive at the appointed time to compete or they will be disqualified. The only exception made will be for travel delays beyond the control of the team.
3. Competing students and team manager must not receive coaching or any form of communication from anyone during the competition time or they will be disqualified. There will be no verbal or non-verbal communication allowed between any spectators, educators, mentors or coaches and competing students. The determination of what constitutes coaching or communication is solely at the discretion of the CRF and the judges. No warnings will be provided; violations result in immediate disqualification.
4. Misconduct includes any nonprescription drug use, alcohol use, or any activity that is illegal under federal, state or local laws, at the event, during competition, during unsupervised free time, during supervised competition social activities or in activities or locations related to the event. Should such alleged misconduct come to CRF's attention, the matter will be investigated as CRF deems appropriate. Any decision as to appropriate action due to misconduct, up to and including disqualification, is at the sole discretion of CRF and is final. By entering into the contest, the student and the team he/she represents accept this requirement as well as all other conditions of the CA ProStart Cup.
5. Teams must participate in each event segment in the competition or they will be disqualified. For details on competition segments see the CA ProStart Cup rules. Failure to compete in any segment will result in disqualification.

Final Scoring

All judges have been carefully selected by the Event Organizers for their related skills, experience, and expertise. Judges have reviewed the rules in advance of the competition and participated in an orientation. By participating in the competitions, each team and its participants acknowledge that while every effort will be made to provide fair and impartial judging, some discretion and subjectivity is present in any judged competition. All decisions and scoring by judges is final. Any questions about scoring should be referred to the CRF ProStart Coordinator.

Schedules

Competition schedules will be distributed in advance of the event, once all teams have been identified. The schedule will include assigned start and finish times for all competition segments. All schedules are subject to change.

General Provisions

Teams will be using tools that may cause cuts, burns or injury if not used appropriately. Proper safety techniques must be followed by all team members. No horseplay or unduly hazardous behavior will be allowed or tolerated. The mentors, teachers, chaperones, and families are expected to ensure that the team members comply with all applicable laws, rules and regulations. Team members shall comply with all other written as well as verbal instructions or warnings provided by the Event Organizers.

2022 CA ProStart Management Cup Competition

Description

Participating teams will demonstrate their knowledge of the restaurant and foodservice industry by developing a new restaurant concept, presenting a business proposal for potential investors through a PowerPoint presentation, immediately followed by a Q+A with judges. The business proposal will consist of a defined restaurant concept, supporting menu, and supporting marketing plan. The teams will also submit a written proposal for review and will present their concepts to various groups of judges through verbal presentations. Their performance during the event will be observed and rated by judges from the foodservice industry and colleges and universities. Participating teams will demonstrate their ability to work together while developing their business proposal.

Scoring

There are 170 total points possible in the management competition. The Verbal PowerPoint presentation is worth 30 points, Concept worth is 30 points, the Menu is worth 35 points, the Marketing is worth 35, the Operations is worth 25, and Critical Thinking is worth 25. In the event of a tie, the tied team with the highest number of Concept points will be awarded one additional point to break the tie. Teams will only be evaluated on the information and materials requested in these rules.

Preparation for competition

1. Mentors and educators may assist teams in preparation for the competition; however, they may not prepare the written proposal or PowerPoint presentation. Their expertise is limited to acting as a sounding board for concept development.
2. The team's work must be unique and not built off a previously submitted work. Submitting any work, or parts of work, that was previously submitted will result in immediate disqualification. *See Management Specific Disqualifications.*
3. The Management team may collaborate with the Culinary team on the menu.
4. Requirements
 - a. Restaurant Concept must be located in ProStartville. The city's description will include demographics and local points of interest. *See Exhibit A for the 2022 description of ProStartville.*
 - b. Students will select 1 of the 4 provided restaurant space scenarios provided in Exhibit C.
5. To convey their proposal, teams will prepare a written proposal and a verbal presentation.

Role of the optional team manager

1. The team manager is an important asset to the team who also serves as the alternate.
 - a. The team manager will not be permitted on the competition floor, and must stay in the designated team manager seating area.
 - b. The team manager may be introduced and shake hands at the end of the feedback session.
 - c. The team manager may not communicate with the other team members, their educator, or observers to collaborate on answers during the competition period.
2. In the event a team member is unable to compete, the team should notify the lead official. Only with approval from the lead official, may the team manager permanently replace that team member.

3. The replaced team member may not return/step in for the team manager. If the team manager replaces a team member, s/he must stay for the duration of the competition.
4. The replaced member should leave the competition area. At the discretion of the educator, replaced members may leave the event or may stay and watch as an observer.

Uniform

Each team will be required to dress in uniform during team check-in and verbal presentation. The uniform consists of: a ProStart short sleeve t-shirt (provided by CRF), dress pants or skirts and professional footwear suitable for a business meeting with heel height no more than three inches. Neckwear of any sort (e.g. necktie, bowtie, bolo tie, bandana, etc.) should not be worn. All team members should wear identical shirts, and pants should be worn appropriately and professionally (not sagging, etc.). No jeans, ties, jackets, or suits. Khaki pants may be worn as appropriate for the restaurant concept. Jeans are not permitted. Event organizers will provide a ProStart short sleeve t-shirt for each competitor at registration to be worn while competing. Teams that do not dress in provided uniform will receive a 5-point penalty. See *Penalties for points deducted if in violation*.

Competition Flow

Verbal Presentation Set Up (5 minutes)
Verbal PPT Presentation (7 minutes)
Q+A with Judges (8 minutes)
Feedback (10 minutes)

Team check-in

1. An open check-in period will take place the morning of competition on Monday, March 7. Team check-in will be held at the same time as team registration.
2. At check-in, teams will submit the following items:
 - a. Fifteen (15) copies of the written proposal
 - b. One slideshow PowerPoint presentation on a thumb/flash/USB drive

Day of competition

1. Ten minutes prior to their presentation start time, teams will report outside the verbal presentation room. At their designated presentation time, teams will deliver their verbal presentation before the judges. Their PowerPoint presentation will be projected on a large screen. Teams must use microphones, which will be provided by event organizers, during the presentation. A slide advancer will be available and provided by event organizers. Laser pointers may be used, but will not be provided.
2. Teams may not distribute materials to judges or use additional materials during the competition segments (business cards, promotional items, props, etc.). Any relevant materials must be included in the written proposal.
3. Each member of the team must have a substantial speaking role (speak for at least one to two minutes) during the presentation. There will be a penalty of five points per student for each student on the team that does not have a substantial speaking role. (See *Penalties*).
4. There will be one-point-per-minute penalty if teams exceed the maximum seven-minute presentation length (see *Penalties*). If the presentation runs more than four minutes over the maximum time, the team will be disqualified (see *Disqualifications*).
5. Judges will ask questions immediately after the Verbal PowerPoint Presentation portion of the competition. Questions may pertain to the PowerPoint presentation or the written proposal.

6. During the Q+A period, each team will be asked critical thinking questions. The judges may present each team mini-scenarios from four of the following categories: 1) safety and sanitation, 2) customer service, 3) human resources and staffing, and 4) concept knowledge. The team will then present how they would address that scenario from the context of their unique restaurant concept. (*For sample scenarios, see Exhibit G*).
7. The written proposal must be picked up by 5 p.m. on Tuesday, March 8, or they will be disposed of by event organizers. They will be available for pick up at the registration table between 4 – 5:30 p.m. CRF will retain one copy of the proposal from each team.

Verbal presentation

1. Using the materials developed for the written proposal, teams will prepare a maximum seven-minute verbal presentation that will be presented on-site to judges.
2. Teams must develop a Microsoft PowerPoint® slideshow presentation to accompany the verbal presentation. The slideshow presentation may not include any embedded video or special effects (sound, flash, etc.). Use of enhanced technology will disqualify teams. Teams must use the “no transition” option in the slide transitions. Teams may use a custom slide design template.
3. The teams should approach the verbal presentation as though they are developers of the restaurant concept, and the judges are potential investors. Teams should assume the “investors” have not reviewed the written proposal and pull out the relevant information to be presented in person. Think of the TV show Shark Tank.
4. To allow the judges adequate time to review your proposal, an electronic draft of the team’s written proposal may be submitted to ntong@calrest.org by February 18. The content of the draft will not be judged and teams may make changes to their proposal after that time. More details on the Written Proposal are below.

As soon as the students begin their verbal presentation, they are considered to be competing and no communication between students and observers may occur.

Written Proposal

1. Teams should utilize *Foundations of Restaurant Management and Culinary Arts* Levels 1 and 2 when crafting their written proposals. Definitions, explanations, and examples of complex topics are included throughout the curriculum and can provide sufficient background knowledge for teams to develop unique and creative concepts. Additional research and use of outside resources is also encouraged.
2. General Guidelines for the Written Proposal
 - a. Typed, 12 point, Times New Roman or Arial font, 1 inch margins
 - b. Printed on white paper, single-sided, and stapled (NOT in a folder, spiral bound, 3-ring binder, etc.)
 - c. The front cover must include only the following information: school name, names of team members, concept name, and year. Style and font of the cover page should match the contents.
 - d. Sections should be separated by tabs. *Note: tabs do not need to be comprised of a single page, tabs may be attached to proposal pages.*
 - e. All 15 copies must be identical. *Note: large printing companies (e.g. Staples, Office Depot, FedEx, etc.) may offer educational printing discounts.*
 - f. CRF will retain one copy of the written proposal at the completion of the competition. This may be used by CRF for promotional, educational, research or other purposes.

The remaining written proposals will be available for pick up in the Registration space following the completion of the competition.

2. Contents of the Written Proposal are detailed in the following section.

Written Proposal Contents

1. **Restaurant Concept Description (2 pages maximum):** The following information must be included in the description:
 - a) Type of establishment
 - b) Purpose and impact
 - c) Meals served (breakfast, lunch, dinner, etc.)
 - d) Hours of operation
 - e) Type of cuisine served
 - f) Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)
2. **Floorplan and Selected Restaurant Space Scenario (1 page maximum):** CRF will provide 4 restaurant space scenarios to choose from. Students must use one of the four scenarios provided to create a unique floorplan. (*See Exhibit C for Restaurant Space Scenario Options.*) A basic floorplan of the restaurant's layout (front-of-the-house and back-of-the-house) must be provided. The floorplan may be handwritten or electronically diagrammed. Students are encouraged to make it as much to scale as possible; however, the floorplan will not be judged on scale and proportions, but on how well it conveys the restaurant's flow and the inclusion of features necessary to run a restaurant. (*See Exhibit D for Sample Floorplan.*)
3. **Interior and Décor (2 pages maximum):** Teams will prepare a description of interior and décor for their concept. This may include photos, samples of paint, etc. These should be entirely flat and printed on paper and should NOT include 3D objects affixed to the pages.
4. **SWOT Analysis (1 page maximum):** Teams will prepare a SWOT analysis for their concept.
5. **Menu (1 page maximum):** Teams must develop a menu to support the restaurant concept that includes exactly 12 menu items. The sample menu should be representative of how this information would be communicated to customers, and should include all necessary menu item descriptions. The menu may not exceed one standard 8.5" x 11" sheet of paper. The menu does **not** need to include menu prices. *See Exhibit E for clarification on what counts as a menu item.*
6. **Marketing Tactics (2 pages maximum per tactic, including sample):** Teams will develop one (1) marketing tactic to launch their restaurant concept. *See Exhibit F for additional information on the different tactics.* Alcohol-related activities or promotions may not be used as one of the marketing tactics. For each marketing tactic, teams must submit a description of the tactic, the goal of the tactic and a detailed budget that shows all associated costs, and the estimate return on investment (ROI). Students are encouraged to use creativity to develop their tactics. For the budget for each tactic, teams must use local rates and list the rate source. Teams may not enlist the services of a PR firm or a 3rd party agency as a marketing tactic. Website and social media presence are not tactics in and of themselves. For the marketing tactic, teams must submit a paper-based sample, which may not exceed one standard 8.5" x 11" sheet of paper, of the tactic. Examples of acceptable samples could include:
 - a. Newspaper ad – mockup of ad
 - b. Radio commercial – script

- c. TV commercial – storyboard
- d. Public relations campaign – sample press release
- e. Promotional giveaway items – photo or mockup of item
- f. Email or mail campaign – email text and mockup of accompanying artwork

Penalties

The following are fixed deductions.

1. The team is not dressed in the provided uniform – 5 points
2. Restaurant concept is not located in ProStartville or does not match one of the provided restaurant space scenarios - 5 points
3. Team submits more or less than 12 menu items – 5 points
4. Team includes an alcoholic beverage as one of their menu items – 5 points
5. Team submits more or less than one marketing tactics – 5 points
6. Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 points
7. Written proposal does not meet specifications (typewritten, stapled, no extra information included) – 5 points
8. All 15 copies of the written proposal are not identical – 5 points
9. Each member of the team does not substantially speak during verbal presentation – 5 points per student who does not substantially speak
10. Verbal presentation exceeds maximum allowed time – 1 point per minute

Management specific disqualifications

1. Verbal presentation ran more than four minutes over the maximum allowed time
2. Team used unauthorized enhancements in the slideshow (embedded video, sound, etc.)
3. Teams submitted the work, or parts of, a previously submitted team's work.
4. Violation of the General Disqualifications on page 4.

Event personnel

1. Event organizers (CRF staff members)
2. Volunteers assigned and trained by CRF to assist with the event.
3. Judges from colleges/universities and the restaurant and foodservice industry. There will also be one lead judge.
4. All judges will be consistent from team to team (i.e., judges scoring restaurant concept will be responsible for that category across all competitors).

Exhibit A – Management

2022 Location Description – ProStartville, USA

Demographics:

The geographic location of ProStartville, USA is at your discretion.

ProStartville, USA is home to a diverse group of families, students, and young professionals. Residents of ProStartville enjoy a thriving arts scene, a large university with a strong sports program, an international airport, and unique neighborhoods.

- Population – 145,000
- Median age – 32
- Families – represent 25% of the population

Exhibit B – Management

Written Proposal Outline and Checklist

The information in the fifteen written proposals must be presented in the following order in sections separated by tabs:

- Restaurant concept description
 - Type of establishment
 - Purpose and impact
 - Meals served
 - Hours of operation
 - Type of cuisine served
 - Target market

- Floorplan of selected Restaurant Space Scenario

- Description of interior and décor

- SWOT Analysis

- Sample menu

- One marketing tactics
 - Description
 - Goal
 - Budget
 - ROI
 - Sample

Exhibit C – Management

Restaurant Space Scenario Options

There are four scenarios available to choose from. The management team may enhance their selected scenario but the team may not change the set parameters.

Example of prohibited change of set parameter – A team selects the freestanding option but explains that many of the offices are actually open seven days a week so it's always busy.

- A. Freestanding – Located in the heart of Main Street, a spot just opened up in between the county court house and the ProStartville Community Center.
 - i. Pro: There's plenty of activity in the area to draw in customers by foot traffic.
 - ii. Con: Location in business district lends itself to busy days and quiet nights.

- B. Airport – Restaurant space available in the ProStartville International Airport in Concourse B after passengers pass through TSA security.
 - i. Pro: People are always traveling and the seasonal busy times mean big business.
 - ii. Con: The customer base is limited to travelers and airport employees.

- C. Food Truck – Perhaps the most flexible option. You are bringing the food to the masses.
 - i. Pro: You can bring your business to busy locations and popular events.
 - ii. Con: Limited working space within the truck so a dependable staff is crucial.

- D. Strip Mall – The strip mall is located near the large university and contains a nail salon, a craft store, a bank, and a few other new businesses opening up.
 - i. Pro: With new businesses opening up, they are sure to draw attention.
 - ii. Con: Due to the increased activity, parking may be a challenge.

Exhibit D – Management

Sample Restaurant Floorplan

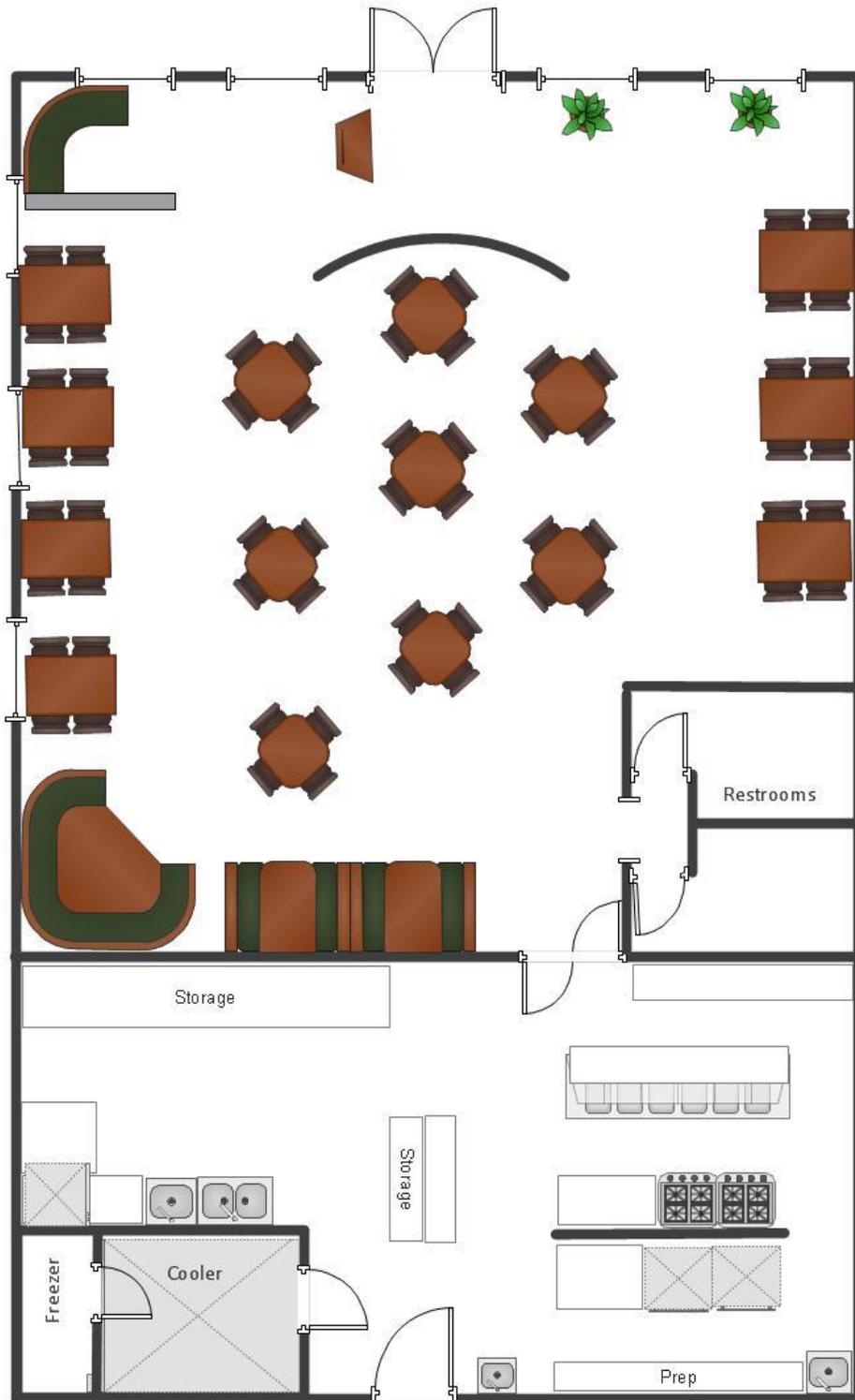


Exhibit E – Management

Menu Item Clarification

The intent is for teams to develop a menu featuring only twelve menu items. This may be treated as a representative sample that is reflective of the concept's broader menu. Please see the below information on what constitutes a menu item.

Menu Item Clarification

The general rule of thumb for what counts as a menu item is that anything that is packaged together for one price counts as one item. Please see the examples below for further clarification.

An exception to this rule is a table d'hote menu (see *Foundations of Restaurant Management & Culinary Arts Level 2, pgs. 473-74*) or prix fixe menu. In those cases, each dish that makes up the table d'hote or choice for prix fixe counts as one menu item.

On the sample menu below, there are examples of how to count menu items.

- Each Appetizer and Salad counts as one menu item
- Each Sandwich counts as one menu item, the costing for each item would include the most costly of the side choices
- Each Dinner item counts as one menu item, costing would include all sides and sauces
- Each Dessert is one item, Each Beverage is one item
- Total menu items count for this menu is: 16

<p style="text-align: center;">Appetizers</p> <p>Calamari ¹ Fresh, tender squid lightly floured then deep fried, served with lemon wedges and homemade marinara sauce.</p> <p>Spinach and Artichoke Dip ² Warm blend of creamy spinach, tender artichokes, and melted Asiago and Parmesan cheeses. Served with tortilla chips.</p>	<p style="text-align: center;">Salads</p> <p>House ³ Spring greens, avocado, roasted peppers, onions, shredded carrots, tomatoes & balsamic dressing</p> <p>Crazy ⁴ Chicken breast, goat cheese, spring greens, crushed walnuts, bacon, roasted peppers, onions & balsamic dressing</p> <p>Wild Alaska Salmon ⁵ Alaska salmon, spring greens, tomatoes, sliced lemon & balsamic dressing</p>
<p style="text-align: center;">Sandwiches</p> <p><i>Available with your choice of potato, pasta, or green salad.</i></p> <p>Best Burger ⁶ ¼ lb. beef patty, pickle, tomatoes, sautéed onions, spring greens, cheddar cheese</p> <p>Best Chicken ⁷ Chicken breast, spring greens, tomatoes, onions & basil mayo</p> <p>Garden Burger ⁸ Veggie patty, sun-dried tomato pesto, spring greens, avocado, tomatoes, onions, shredded carrot & basil mayo</p>	<p style="text-align: center;">Entrees</p> <p>Pot Roast Dinner ⁹ Piled high with cippolini onions, carrots & mushrooms over mashed potatoes, served au jus</p> <p>Chili Glazed Salmon ¹⁰ Served over a roasted vegetable & quinoa pilaf finished with micro greens</p> <p>Chicken Pot Pie ¹¹ Roasted chicken in an herbed cream sauce with leeks & carrots under a pastry crust</p>
<p style="text-align: center;">Desserts</p> <p>Cake of the day ¹² Ice Cream Sundae ¹³ Choice of chocolate or caramel sauce</p>	<p style="text-align: center;">Beverages</p> <p>Soda ¹⁴ Housemade Lemonade ¹⁵ Brewed Coffee ¹⁶ Regular or decaf</p>

For beverages, each item that is individually priced would count as a menu item. The example below includes 20 items. **Note:** The Cappuccino and Café Latte, while priced the same, are two separate menu items as they are substantially different items. The Brewed and Iced Coffee are two separate menu items as they are priced differently.

Central Perk Coffee Shop

Item	Small	Medium	Large
Espresso			
Cappuccino			
Americano			
Café Latte			
Vanilla Latte			
Brewed Coffee			
Iced Coffee			

For a “build your own” concept, ingredients that are individually priced would count as one menu item. The example below includes 9 menu items and are noted in red below.

Bayside Burrito Grille

Item Type Choose 1	Protein Choose 1	Toppings Choose 2	Extras
Burrito	Chicken ¹	Beans and Rice	Chips and Salsa ⁶
Bowl	Steak ²	Cheese	Guacamole ⁷
Tacos	Ground Beef ³	Salsa	Chips and Guacamole ⁸
Salad	Vegetarian ⁴	Sour Cream	Chips only ⁹

Note: While a “build your own” concept is permissible, it is recommended that teams instead focus on their core/signature menu of composed items, with an acknowledgement that there are opportunities to “build your own” integrated into the concept’s broader menu.

Exhibit F – Management

Marketing Tactic Clarification

Teams must include one marketing tactic as a part of their presentation. The below categories, taken directly from the curriculum, will help identify what qualifies as a marketing tactic and what can be seen as specific examples of each tactic.

Website and social media presence are not tactics in and of themselves. For example, Sprinkles Cupcakes uses twitter for a “whisper words” promotion. Each day a “whisper word” is announced via the official Sprinkles twitter account, and the first 50 patrons to whisper the word of the day receive a free cupcake. In this example, twitter is a vehicle for the promotion. The promotion is actually sample/free product.

Advertising – Paying to present or promote an operation’s products, services, or identity.

- Newspaper
- Radio
- Magazine
- Billboard
- Metro Transit
- Digital advertisements on social media

Promotions – Incentives to entice customers to patronize an operation.

- Frequent shopper program
- Special Pricing
- Special Events
- Samples
- Contest/sweepstakes
- Signage & display materials
- Merchandising
- Carryout & door hanger menu

Public Relations – The process by which an operation interacts with the community at large.

- Hosting a charity event
- Press release
- Sponsoring a team or event

Direct Marketing – Making a concerted effort to connect directly with a certain segment of the market.

- Post Card mailing campaign
- E-mail campaign
- Deal of the Day website (Groupon, Living Social, etc.)
- Smart phone application that updates and informs customers directly
- Flyers

Exhibit G – Management

Sample Critical Thinking Scenarios

Safety & Sanitation

- While pulling out the beef for your signature ribeye, your prep cook notices that the walk-in seems a bit warm. What do you do?
- While cutting lemon wedges for iced teas, your server finds a moldy lemon halfway through the box of lemons. What should the server do?
- We see that you have a line cook position. While the line cook is carrying your signature soup, he slips in a puddle of water by the dish area. What do you do?

Customer Service

- A reservation for a party of 4 is showing up in your system as cancelled, yet they have arrived and checked in – what will you tell them?
- A guest chokes on a toothpick on their way out the door - what do you do?

Human Resources & Staffing

- One of your employees reports that he is being bullied by another employee. How would you address this? Who would you speak to first?
- A guest calls the day after dining and complains that the server added an extra \$5 to the tip the guest left. How do you address this?

Concept Knowledge

- Due to your location you serve a high volume during lunch. However, dinner tickets are down. What can you do to increase dinner volume?
- A restaurant very similar to yours opens up across the street – how do you compete?

Exhibit H – Management

DRAFT - Sample Management Competition Timeline

NOTE: This is merely a draft. The final management competition timeline may slightly vary.

	School Name	Report Outside of Pres Rm	Setup	Start Presentation	End Presentation / Q+A	End Q+A	10 Minute Break	Feedback	End
1	High School	9:20 AM	9:25 AM	9:30 AM	9:37 AM	9:45 AM		11:20 AM	11:30 AM

Exhibit I – Management

Sample Management Competition Score Sheet

EVALUATION CRITERIA	POOR	FAIR	GOOD	VERY GOOD	EXCELLENT	SCORE
Verbal PowerPoint Presentation (30 points)						
Organization of Presentation	1	2	3	4	5	
Presentation Skills	1-2	3-4	5-6	7-8	9-10	
PowerPoint Slideshow	1-3	4-6	7-9	10-12	13-15	
Concept (30 points)						
Description of Concept	1-2	3-4	5-6	7-8	9-10	
SWOT Analysis	1-2	3-4	5-6	7-8	9-10	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	
Menu (25 points)						
Menu Matches Concept	1	2	3	4	5	
Description of 12 items	1	2	3	4	5	
Sample of how presented / creativity	1	2	3	4	5	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	
Marketing (35 points)						
Matches Concept	1	2	3	4	5	
ROI	1	2	3	4	5	
Tactic Budgets	1	2	3	4	5	
Sample	1	2	3	4	5	
Creativity	1	2	3	4	5	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	
Critical Thinking (25 points)						
Teamwork	1	2	3	4	5	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	
Response to Critical Thinking questions	1-2	3-4	5-6	7-8	9-10	
Operations (25 points)						
Layout Selection & Floorplan	1-2	3-4	5-6	7-8	10	
Interior and décor	1	2	3	4	5	
Presentation Skills	1	2	3	4	5	
Q & A- Depth of Knowledge	1	2	3	4	5	

DISQUALIFICATION	PENALTY
Reason for Disqualification:	Reason for Penalty:
Team missed Orientation.	Not dressed in uniform. 5 points.
Team missed appointed time to compete.	Restaurant concept not located in ProStartville or does not match provided restaurant space scenarios. 5 points.

Team received coaching/communication while competing.	Menu includes more or less than 12 menu items. 5 points.
Altered visual display board after check-in	Exceeds max verbal presentation time. 1 point per minute.
Team used parts of a previously submitted work	Includes more or less than 1 marketing tactics. 5 points.
Team did not compete in each event segment (written, verbal, critical thinking)	Written proposal does not meet specifications, or was not submitted on time. 5 points.
General disqualifications listed on page 3.	All 15 written proposal copies are not identical. 5 points.
Verbal presentation ran more than four minutes over allotted time	Team includes an alcoholic beverage as one of their menu items. 5 points.
Misconduct	Team uses an alcohol-related activity or promotion as one of their marketing tactics. 5 points.
Used unauthorized features (embedded video, sound, etc.) in slideshow	Team does not use one of the four CRF provided restaurant space scenarios. 5 points.
	All members of team did not substantially (at least two minutes) present. 5 points per student.