

Memo

Date: October 3, 2014
To: Dr. Kent Mutchler
From: Scott McPeak
Re: Out-of-state Field Trip Request
Cc: Bonnie Johnson, Tom Rogers, Jamie Dunlap



OK [Signature]

The following information pertains to a request made by a GHS faculty member and club sponsor to attend an event outside the State of Illinois:

Destination/Event: VEI Midwest Trade Show; Pigeon Forge, TN
Holiday Inn Express, 308 Henderson Chapel Road
Pigeon Forge, TN 37863
1-865-4288600
Date of trip: Nov. 22 – 24, 2014
Length/time of trip: Leave 6:00 am Saturday; Return midnight Monday
Staff Member: Jamie Dunlap
Group: VEI
of Students: approximately 5
of Chaperones (if app.): 1
Transportation: Coach Bus, split with Elmwood Park and Fenton High Schools
Total Cost of trip: appx. \$350.00 per student (TBD)
How the trip will be paid for: Individual students
Educational Benefit of trip: Students will be attending and participating in a trade show to introduce their new firm and promote and sell their products.

At this Trade Show and competition, students will have an opportunity to:

- Network with employees from all midwest VEI Firms
- Understand how to market products at a trade show
- Begin selling their product to other firm employees

This trade show booth will be designed by the entire firm at home, then transferred to the Tennessee trade show for several students to set up and begin to sell their products/services.

After participating in the VEI trade show, students will be able to:

- Apply a decision-making model to maximize consumer satisfaction when buying goods and services.
- Analyze a business organization's competitive position within the industry.
- Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.

Additional Info/video links:
TN Trade Fair 2013:

<http://www.schooltube.com/video/05b25fc364ed432b9992/TN%20Trade%20Fair%202013>

Booths 2013:

<http://www.schooltube.com/video/0f67e2fb0c9e4b9ab984/Booths%202013>

Impact Marketing 2013

<http://www.schooltube.com/video/338301499d9a4bedb026/Impact%20Marketing%202013>

Interviews 2013:

<http://www.schooltube.com/video/d05b83d05a2947e0bcc2/Interviews%202013>

TN State Business Plan Competition:

<http://www.schooltube.com/video/db102a36f2ec49238d65/TN%20State%20Business%20Plan%20Competition%202013>



Mid West

Trade Show Agenda

2014

Saturday November 22 (optional)

Networking with other firms

Dollywood and other entertainment options can be viewed on
www.mypigeonforge.com

Sunday November 23

State Business Plan Competition- 8:30 a.m.

Trade Fair Registration and set up 11:00 a.m. – 4:00 p.m.

Monday November 24

9:00 Opening Ceremony 2014 MW VEI Trade Show

9:30 Opening Bell

1:15 Announcement of Awards

1:30 Booth Breakdown and Cleanup

TO: VEI Employees
FROM: Mrs. Dunlap
DATE: October 3, 2014
SUBJECT: Commitment to VEI Trade Show

The VEI Midwest Trade Show will be held on November 22-24, 2014. We are still approximating the costs at \$350-\$400 a person. If you (or parents) have questions, please contact me at 630-463-3972 or email me at jdunlap@geneva304.org.

This commitment letter states that you plan to attend and commit to the costs incurred. If for whatever reason you must back out, you would be responsible for any costs the school will have initially covered.

We will be sharing a coach bus with other schools (probably St. Charles) and the following is the hotel we will be staying.

Holiday Inn Express

308 Henderson Chapel Road
Pigeon Forge, TN 37863
Local: 1-865-428-8600
Toll Free: 1-888-774-4366

Estimated expenses:

Transportation (Coach Bus):	\$150
Hotel (2 nts @ \$150 / 3 per night):	\$100
(includes breakfast)	
Registration:	\$100
Meals (appx):	\$50

****Based on the information provided above, I agree to the terms and will commit with a deposit of \$100 made payable to GHS.***

Parent/Guardian Signature

Student Signature