Memo

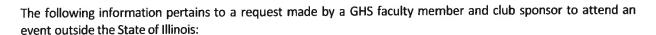
Date: October 3, 2014

To: Dr. Kent Mutchler

Scott McPeak From:

Out-of-state Field Trip Request Re:

Bonnie Johnson, Tom Rogers, Jamie Dunlap Cc:



OK Nabotha

VEI Midwest Trade Show; Pigeon Forge, TN Destination/Event:

Holiday Inn Express, 308 Henderson Chapel Road

Pigeon Forge, TN 37863

1-865-4288600

Nov. 22 - 24, 2014 Date of trip:

Leave 6:00 am Saturday; Return midnight Monday Length/time of trip:

Staff Member: Jamie Dunlap

VEI Group:

approximately 5 # of Students:

of Chaperones (if app.):

1

Coach Bus, split with Elmwood Park and Fenton High Schools Transportation:

appx. \$350.00 per student (TBD) Total Cost of trip:

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
- 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 help 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.