

Memo



Date: August 27, 2015
To: Dr. Kent Mutchler *OK KM*
From: Scott McPeak
Re: Out-of-state Field Trip Request
Cc: Bonnie Johnson, Tom Rogers, Jamie Dunlap, Eric Hatzcel

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. 21 – 23 (early 24th), 2014
Length/time of trip: Leave 6:00 am Saturday; Return after midnight Tuesday a.m.
Staff Member: Jamie Dunlap
Group: VEI
of Students: approximately 5-8
of Chaperones (if app.): 1
Transportation: Coach Bus, split with other schools (TBD)
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>