## Memo

Date:

August 27, 2015

To:

Dr. Kent Mutchler 6 2 1/2/

From:

Scott McPeak

Re:

Out-of-state Field Trip Request

Cc:

Bonnie Johnson, Tom Rogers, Jamie Dunlap, Eric Hatczel

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.):

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

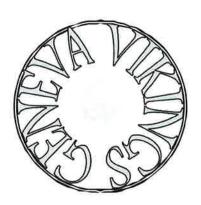
This trade show booth will be designed by the entire firm at home, then transferred to the Tennessee

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