

# Memo



Date: September 25, 2019  
To: Dr. Kent Mutchler *ok 2020 9/27/19*  
From: Scott McPeak  
Re: Out-of-state Field Trip Request  
Cc: Bonnie Johnson, Tom Rogers, Jamie Dunlap

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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  
Spring Hill Suites  
Pigeon Forge, TN 37863  
1-865-428-8600

Date of trip: Nov. 16 – 18 (early 19), 2019

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

Staff Member: Jamie Dunlap

Group: VEI

# of Students: approximately 15

# of Chaperones (if app.): 1 plus other VE facilitators

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.