Memo

Date: September 15, 2023

To: Dr. Andy Barrett

From: Scott McPeak

Re: Out-of-state Field Trip Request

Cc: Bonnie Johnson, Tom Rogers, Jamie Dunlap

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:	VE Southern Region Trade Show; Murfreesboro, TN
	Hotel TBD
	Middle TN State University, Murfreesboro TN
Date of trip:	Nov. 15-17), 2023
Length/time of trip:	Leave after school Wednesday.; Return after midnight Friday
Staff Member:	Jamie Dunlap
Group:	VE
# of Students:	approximately 17
# 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 VE 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:
2022 National Trade Show – Virtual Enterprises International (veinternational.org)
Virtual Enterprise International Trade Shows – Small Business Sector – Virtual Enterprises International (veinternational.org)