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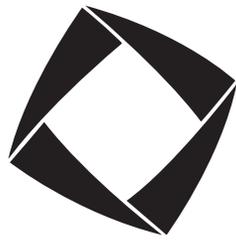
## **Leadership & Teamwork Event**

*From the 2015 International Conference*

You are to assume the role of consultants for the ORLANDO EYE, the tallest Ferris wheel in North America. The ORLANDO EYE Management Team (judges) would like you to develop a campaign to market the EYE to millennials.

- The ORLANDO EYE is located on International Drive, a few blocks from the convention center.
- The cost is \$18.95 a person, or \$15.00 per person for groups if 15 or more.
- Each ride is 35 minutes long.
- Each rider will have a sweeping view of central Orlando.

The Management Team (judges) is relying on your team's expertise to attract millennials to experience the ORLANDO EYE. Your team must offer realistic suggestions to draw new business to the ORLANDO EYE.



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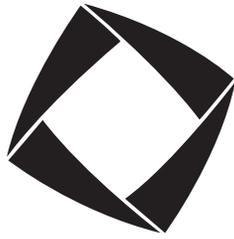
*From the 2015 State Conference*

You are to assume the role of consultants for McSCHMIDTS. The McSCHMIDTS Management Team (judges) has asked your team to develop a plan to promote the restaurant in its goal to bring in customers during the week.

McSCHMIDTS is a mid-sized family owned restaurant in downtown Grand Rapids. They have been a popular destination for the weekend dinner and are known for their culinary cuisine. Recently McSCHMIDTS decided to that they wanted to increase marketing efforts to bring customers in during the week.

The restaurant features a fun family friendly environment with dining capacity up to 100 guests. The restaurant is located 2 blocks away from a major hotel and 9 blocks away from the sporting arena. The pricing is moderate and often attracts middle-class customers in town for business and pleasure.

The Management Team (judges) is relying on your team's expertise to bring in customers during the week. Your team must offer realistic suggestions to draw new business for McSCHMIDTS.



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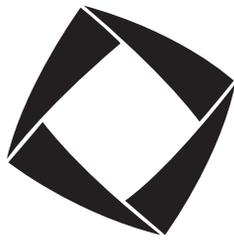
*From the 2014 International Conference*

You are to assume the role of consultants to SOUTHERN FOODS, INC., a regional distributor of snack foods. They have asked for your ideas related to recent federal legislation on the sale of snack foods in schools.

SOUTHERN FOODS, INC. distributes snack foods to over 100 convenience stores and 1000 snack machines located in various businesses in a 150-mile radius of the distribution center. Six of the convenience stores are school based businesses located in two of the high schools. 30 of the snack machines are in elementary, middle and high schools where students have access to them. There are an additional 70 snack machines that are restricted to student access, like those in the teacher's lounges which are also serviced. SOUTHERN FOODS, INC. competes with several other distributors who service the same area for convenience store and snack machine access. However, SOUTHERN FOODS, INC. is the only distributor that supplies the schools in the area.

The new federal requirements require that snacks must be a fruit, a vegetable, a dairy product, a protein food or a "whole-grain rich" product. Total fat may not exceed 35% and calories may not exceed 200.

SOUTHERN FOODS, INC. has determined that it will cost an additional 15% to meet the new guidelines, and that many students are not interested in the products that meet the new guidelines. They would like your recommendation as to whether they should continue supplying to schools and if so, how to inform the students of the benefits of the new products that meet the new nutrition guidelines and to still be profitable.



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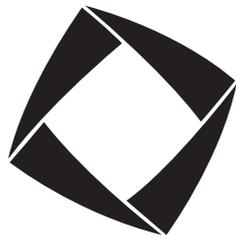
## **Leadership & Teamwork Event**

*From the 2014 State Conference*

You are to assume the role of consultants for PARNICK ELECTRONICS, a family owned, upscale electronics store that is an integral part of the main street shopping district in a suburban Detroit town. The PARNICK management team (the judges) has asked your team to develop a plan to increase profitability.

PARNICK ELECTRONICS carries a variety of high-end consumer electronics including state-of-the-art computers, home theatre and photography equipment. They have remained one of the most visited retail locations on Main Street, and it draws visitors from a wide area. Big-box stores carry a wider selection of merchandise at all price points, but customers have always come to PARNICK due to its superior customer service and high quality items. This strategy has worked well for the last 50+ years, however since more and more consumers have begun shopping online, PARNICK has experienced a steep drop in sales. Even with reduced sales, they haven't experienced a drop in traffic, this the number of sales associates has not changed. The management team is concerned because many people come into the store to try merchandise, but end up purchasing it online for a lower price.

The management team (the judges) is relying on your team's expertise to develop a plan to revitalize the business, capitalizing on the historic building that the store occupies and the unique shopping experience of a small-town store.



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## **Leadership & Teamwork Event**

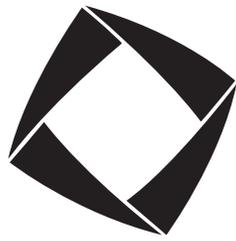
*From the 2013 State Conference*

You are to assume the role of consultants for THE WYLIE HOUSE INN. The WYLIE HOUSE Management Team (judges) has asked your team to develop a plan to promote the hotel and its new ownership and image.

THE WYLIE HOUSE INN is a small hotel in the downtown area of a large city. Its previous owners had let the historic building get run down, and it developed a reputation for having poor service. The current owners spent millions to renovate the hotel and have an all-new staff, but the reputation for poor service stuck. The current owners are unwilling to change the name of the hotel due to its historic nature, but are open to almost anything else to improve the image of the hotel.

The hotel has 112 guest rooms and 5 suites, a pool, hot tub, and state-of-the-art workout facilities. In addition, there is one large ballroom, however customers have to hire their own catering company for events. The hotel is moderately priced, hoping to attract middle-class customers in town for business and pleasure.

The Management Team (judges) is relying on your team's expertise to improve the image of the hotel and promote it well. Your team must offer realistic suggestions to improve public image and draw new business if the WYLIE HOUSE INN is to survive.

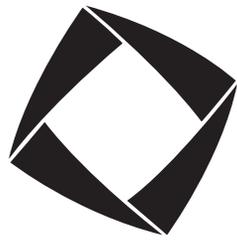


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## **Leadership & Teamwork Event**

*From the 2012 International Conference*

Your team is culinary consultants that have been hired by MOUNTAIN BURGER, a western fast food chain of 42 stores that sells mainly burgers and chicken sandwiches. With all of the competition in the fast food segment, MOUNTAIN BURGER has asked you to develop and name a new hamburger sandwich. You will present your recommendations to a group of employees that operate the MOUNTAIN BURGER test kitchen (judges).



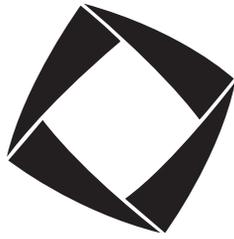
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## **Leadership & Teamwork Event**

*From the 2012 International Conference*

Your team has been asked by the MEN'S WEARHOUSE to develop a plan to increase sales of non-tuxedo items during prom season. The MEN'S WEARHOUSE is the largest supplier of tuxedos in the country. They have found that students renting tuxedos are not purchasing other items while they are in the store. You will present your plan to the Vice President of Merchandising (judges).



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## **Leadership & Teamwork Event**

*From the 2012 State Conference*

You are to assume the role of social media consultants. Michigan DECA (judges) is considering a Michigan DECA Application (App) for the phone.

Your team is to discuss the merits of a Phone App and if you deem it to be valuable to give provide the five key areas that should be on it, along with why each area is important.

Team Name \_\_\_\_\_

Should Michigan DECA have a phone App for its members?

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Purpose #1 \_\_\_\_\_

Why is this valuable to DECA Members? \_\_\_\_\_

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Purpose #2 \_\_\_\_\_

Why is this valuable to DECA Members? \_\_\_\_\_

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Purpose #3 \_\_\_\_\_

Why is this valuable to DECA Members? \_\_\_\_\_

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Purpose #4 \_\_\_\_\_

Why is this valuable to DECA Members? \_\_\_\_\_

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Purpose #5 \_\_\_\_\_

Why is this valuable to DECA Members? \_\_\_\_\_

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