



2016 Michigan ProStart Competition March 20-21, 2016

Management / Entrepreneurial Competition Procedures and Rules

Participating teams, educators and mentors are responsible for understanding and following all of the procedures and rules contained in this document. Please read this document carefully to avoid receiving any penalties during the competition.

Questions regarding competition rules should be sent to Amanda Smith
asmith@mramail.org or 517.377.3927 **PRIOR** to the start of the competition.

2016 Management / Entrepreneurial Competition

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Purpose

Students participating at the Management Competition will demonstrate their knowledge of, passion for, and creativity within the restaurant industry.

Eligibility

Student and Teams

1. All high school students, currently enrolled in a **confirmed ProStart program recognized by the National Restaurant Association Educational Foundation.**
2. Students may compete for only two years.
3. Students may compete on one or both of the Culinary and Management Teams in any year.
4. Participating teams consist of two (2) to four (4) student competitors and one (1) optional alternate, for a maximum total of five (5) students.
5. The alternate may only participate if an original team member is injured, sick or otherwise unable to participate. In such cases, the alternate, with a judge's approval, may replace the affected student.
6. Alternates may also participate in certain defined roles in the competitions. See the rules for details.

Attendees

Mentors, teachers, chaperones, families and fans are encouraged to attend the competition. Please note that the Critical Thinking portion of the Management Competition is a closed event.

General Disqualifications

1. Teams must check in all materials by 1:00 p.m. on Sunday, March 20, 2016
2. **Competing students** must arrive at the appointed time to compete or they will be disqualified. The only exception made will be for travel delays beyond the control of the team.
3. **Competing students and alternates** must not receive coaching or any form of communication from anyone during the competition time or they will be disqualified. There will be no verbal or non-verbal communication allowed between any spectators, educators, mentors or coaches and competing students. The determination of what constitutes coaching or communications is solely at the discretion of the MRA ESF and the judges. No warnings will be provided; violations result in disqualification.
4. Misconduct includes any nonprescription drug use, alcohol use, or any activity that is illegal under federal, state or local laws, at the event, during competition, **during unsupervised free time, during supervised competition social activities or in activities or locations related to the event.** Should such alleged misconduct come to the MRA ESF's attention, the matter will be investigated as the MRA ESF deems appropriate. Any decision as to appropriate action due to misconduct, up to and including disqualification, is at the sole discretion of the MRA ESF and is final.

By entering into the contest, the student and the team he/she represents accept this requirement as well as all other conditions of the event.

5. Teams must participate in each event segment in the competition or they will be disqualified. Management teams must compete in Written Proposal, Verbal Presentation and Critical Thinking. Failure to compete in any segment will result in disqualification.

Final Scoring

All judges have been carefully selected by event personnel. Judges have reviewed the rules in advance of the competition and participated in an orientation. All decisions and scoring by judges is final. **Any questions about scoring should be referred to Amanda Smith.**

Schedules

Competition schedules will be distributed in advance of the event, once all teams have been identified. The management schedule will include assigned Verbal Presentation and Critical Thinking times. All schedules are subject to change.

2016 Management Competition

Description

Participating teams will demonstrate their knowledge of the restaurant and foodservice industry by developing a business proposal for potential investors in a new restaurant concept. The business proposal will consist of a defined restaurant concept, supporting menu, and supporting marketing plan. Teams will prepare a comprehensive written proposal, and verbal presentation. Teams will also be tested on their critical thinking skills by reacting to potential management challenges related to their concept. Their performance during the event will be observed and rated by judges from the restaurant industry and colleges and universities. Participating teams will demonstrate their ability to work together while developing their business proposal.

Uniform

The team must present a uniform appearance consisting of: solid color, long sleeve (females may wear $\frac{3}{4}$ length sleeves), collared dress shirts, dress pants or skirts and professional footwear suitable for a business meeting, with heel height no more than 3 inches. The ProStart logo must be displayed on the participants' right or left chest. Teams will have the option of using a NRAEF-provided pin if they choose not to have the ProStart logo embroidered. **The choice of embroidery or pin has no impact on scoring.** All team members should wear the same style of shirt, and pants should be worn appropriately and professionally (not sagging, etc.). No jeans, ties, jackets, or suits. Sponsor logos are allowed on the shirts. The team's uniform should reflect a business presentation, not their concept, as concept logos are prohibited on their uniforms. The team will be required to dress in uniform during Team Check-in, Verbal Presentation, and Critical Thinking portions of the competition including critiques.

Role of the Alternate

The alternate is an important asset to the team. The alternate may enter and participate in introductions to the judges as a member of the team during the Verbal Presentation. The alternate may run the team's PowerPoint presentation. **The alternate may not speak with the other team members to collaborate on answers during either the Verbal Presentation or Critical Thinking.**

In the event a team member is unable to compete, the team should notify the lead judge. Only with prior approval from the lead judge, the alternate may permanently replace that team member. The replaced member should leave the competition area and, **at the discretion of the educator**, may leave the event or may stay and watch as an observer.

Scoring

The total points possible in the management competition are 190 points. The Written Proposal will be worth 60 points, the Verbal Presentation will be worth 60 points, and Critical Thinking will be worth 70 points. If there is a tie, the tied team with the highest number of Verbal Presentation points will be awarded one (1) additional point to break the tie. If there is a tie and the tied teams have the same number of Verbal Presentation points, an appropriate panel of judges will determine a second tie breaker. Teams will only be evaluated on the information and materials requested in these rules. *See Exhibit A.*

Preparation for Competition

1. Mentors and educators may assist teams in preparing for the competition; however, they may not prepare the written proposal, or verbal presentation. Their expertise is limited to acting as a sounding board and critiquing practice presentations.
2. The MRA ESF will release a description of the fictitious location, ProStartville, that the competition will be based on. The city's description will include demographics and local points of interest. *See Exhibit B for the 2016 ProStartville description.*
3. Teams will develop a proposal to launch a new restaurant concept in ProStartville. In the proposal, teams will fully define the restaurant concept, develop a menu that fits the restaurant concept, and develop a marketing plan to support the launch of the restaurant concept.
4. To convey their proposal, teams will prepare a written proposal, and a verbal presentation.
5. The team's work must be unique and not built off another team's previous work. Submitting any work, or parts of work, that was previously submitted by another team will result in immediate disqualification. *See Management Specific Disqualifications.*

Written Proposal

1. Teams must describe the new restaurant concept. The restaurant concept description must include at least the following information:
 - a. Type of establishment (*see Foundations of Restaurant Management & Culinary Arts Level 1, pg. 8 for descriptions*)

- b. Meals served (breakfast, lunch, dinner, etc.)
 - c. Hours of operation
 - d. Type of cuisine served
 - e. Location of restaurant (stand-alone, strip mall, office high rise, etc.)
 - f. Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)
- 2. Teams must describe how the restaurant's interior and décor will complement the restaurant concept. Paper-based samples and photos may be included to support the description.
- 3. A basic diagram of the restaurant's layout (front-of-the-house and back-of-the-house) must be provided. The diagram may be handwritten or electronically diagrammed. Students are encouraged to make it as much to scale as possible; however, the diagram will not be judged on scale and proportions, but on how well it conveys the restaurant's flow and the inclusion of features necessary to run a restaurant. The diagram must fit on a maximum 11" x 17" sheet of paper. (See sample in Exhibit C).
- 4. Teams must include an organizational chart listing what positions will be necessary to staff the restaurant. It is not mandatory to include how many staff will fill each position. (See sample in Exhibit D).
- 5. Teams must develop a menu to support the restaurant concept that includes exactly twelve (12) menu items. If beverages are listed on the menu, each beverage counts toward the twelve menu items. Alcoholic beverages may not be included on the menu. The menu items must reflect appropriate menu content based on the restaurant concept. A written description of the twelve menu items must be included. For a detailed explanation of what counts as a menu item, see Exhibit F.
- 6. A sample that shows how menu items will be communicated to customers – including pricing - must be included (maximum 8 ½" x 11" paper). The sample should be reflective of the restaurant concept – such as a drawing of a menu board for a quick-service restaurant or sample hand-out menu for a full-service restaurant.
- 7. For **one (1) of** the twelve (12) menu items, teams will prepare and provide recipes. Typewritten recipes must be submitted on the official recipe template supplied by Event Organizers. Acknowledgements and sources must be listed on each recipe. Recipes must be written in a logical sequence. Refer to Foundations of Restaurant Management & Culinary Arts Level 1, pg. 245, for additional information. See Exhibit G for a sample recipe example. **Small amounts of dry spices and herbs may be priced as 1% of the total recipe cost. Oil for frying may be priced at 2% of the total recipe cost. Refer to Foundations of Restaurant Management & Culinary Arts Level 1, Chapter 4, page 258 for more information.**
- 8. Teams will prepare and photograph the **one menu item** detailed above prior to competition and include a photo of one menu item in the written proposals.
- 9. **For that same one menu item**, teams must prepare recipe costs - typed and submitted on the official costing template supplied by Event Organizers. Refer to Foundations of Restaurant Management & Culinary Arts Level 1, pg. 258, for more information. See Exhibit H for a recipe cost example. NOTE: The recipe may be for one (1) portion.

10. Prices must also be developed for **the same one item** – calculated at a 33% food cost percentage. The menu price may be rounded up after applying the 33% food cost percentage for a more realistic menu price. For example, if the menu price is calculated to be \$7.67, it would be acceptable to have a price of \$7.95. However, the final calculation before rounding must be indicated on the menu pricing template. On the sample that shows how the menu will be presented to customers (see rule 6 above), base pricing for all twelve items on the prices calculated for this item. Refer to Foundations of Restaurant Management & Culinary Arts Level 2, page 483. See Exhibit I for details on menu pricing.
11. The management team may collaborate with the culinary team on the one item, including recipe development, costing, pricing and photography.
12. Teams will develop two (2) marketing tactics to launch their restaurant concept. For information on the different tactics please see Exhibit E. Alcohol-related activities or promotions may not be used as one of the marketing tactics. For each marketing tactic, teams must submit a description of the tactic, the goal of the tactic and a detailed budget that shows all associated costs. Students are encouraged to use creativity to develop their tactics. For the budget for each tactic, teams must use local rates and list the rate source. Teams may not enlist the services of a PR firm, or a 3rd party agency, as a marketing tactic. Website and social media presence are not tactics in and of themselves. For examples and more information, please see Exhibit E.
13. For the two marketing tactics, teams must submit a paper-based sample (maximum 8½" x 11" paper) of the tactic. Examples of acceptable samples could include:
 - a. Newspaper ad – mockup of ad
 - b. Radio commercial – script
 - c. TV commercial – storyboard
 - d. Public relations campaign – sample press release
 - e. Promotional giveaway items – photo or mockup of item
 - f. Email campaign – email text and mockup of accompanying artwork
14. The written proposal must be typewritten (other than samples or exhibits). The proposal should follow the outline in Exhibit A, and each section should be separated by tabs. Teams will prepare eleven (11) copies of the proposal in a clear front, soft-bound report format – one for each Verbal Presentation Judge (six (6) copies), four for the Critical Thinking Judges (four (4) copies) and **one for MRA ESF**. The outside back cover of the written proposal must list the following information: state, school name, names of team members and concept name. All eleven copies must be identical; **they must present exactly the same material, in the same way and the same order**.
 - a. For samples of acceptable presentation binders, see
http://www.staples.com/Staples-Presentation-Binder/product_SS463380?cmArea=SC1:CG1091:DP4635:CL162165
or http://www.staples.com/Oxford-Clear-Front-Report-Cover/product_SS1003226?cmArea=SC1:CG1091:DP1305:CL130501
 - b. **Presentations may be professionally spiral bound. This is not a requirement and has no impact on scoring.**

15. Teams must prepare an additional copy of just the menu listing and sample, the recipes, photographs, costing and menu pricing worksheets in a manila folder. The team's state **must** be listed on the front of the folder.
16. One copy of the written proposal will not be returned to teams at the conclusion of the competition. The remaining written proposals will be available for pick up in the Management Check-In space at the end of the competition.
17. Excerpts from the written proposals of the top five winning teams may be used as examples during training or informational sessions.
18. **To allow the judges adequate time to review your proposal, an electronic draft of the team's written proposal must be submitted to asmith@mramail.org by March 8, 2016.** The draft will not be judged and teams may make changes to their proposal after that time.

Verbal Presentation

1. Using the materials developed for the written proposal, teams will prepare a maximum ten minute verbal presentation that will be presented on-site to judges.
2. Teams must develop a Microsoft PowerPoint® slideshow presentation to accompany the verbal presentation. The slideshow presentation may not include any embedded video or special effects (sound, flash, etc.). Use of enhanced technology will disqualify teams. Teams must use the "no transition" option in the slide transitions. Teams may use a custom slide design template.
3. The teams should approach the verbal presentation as though they are developers of the restaurant concept, and the judges are potential investors. Teams should assume the "investors" have not reviewed the written proposal and pull out the relevant information to be presented in person.

Team Check-in

1. Teams must check in by 1:00 p.m. on Sunday, March 20, 2016
2. At check-in, teams will submit **eleven (11)** copies of their written proposal and their menu/recipes/costing manila folder. Teams will also submit their final slideshow presentation on a jump/thumb/flash drive. The slideshow presentation must be the only file on the flash drive and should be named "School Name management competition". The flash drive will be returned with the written proposals at the completion of the competition. The slideshow should be saved only as a PowerPoint file (.ppt file or .pptx file). **Presentations prepared in Apple Pagemaker, Google Slides or other presentation software are not acceptable.** Teams will review their presentation on the Event Organizer's computer to ensure the file displays correctly. **If any images or fonts do not display properly, teams will be allowed to make corrections during the check in process before submitting. However, content may not be changed.**

Competition Flow

Verbal Presentation Set Up (5 minutes)

Verbal Presentation (10 minutes + 10 minutes of Judges Questions)

Critical Thinking (10 minutes)

Feedback (10 minutes)

1. As soon as the students begin their Verbal Presentation, they are considered to be competing and no communication between students and observers may occur. **This includes the travel time between the Verbal Presentation and Critical Thinking.**

Day of Competition

1. Ten minutes prior to their presentation start time, teams will report to the check-in table outside the verbal presentation room. At their designated presentation time, teams will deliver their verbal presentation before the judges. Their PowerPoint presentation will be projected on a large screen. Teams must use microphones, which will be provided by Event Organizers, during the presentation. Slide advancers will be available and provided by Event Organizers. Laser pointers may be used, but will not be provided.
2. Teams may not distribute materials to judges or use additional materials during the competition segments (business cards, promotional items, props, etc.). Any relevant materials must be included in the written proposal.
3. Each member of the team must have a substantial speaking role (speak for at least two minutes) during the presentation.
4. There will be one point-per-minute penalty if teams exceed the maximum ten minute presentation length (see *Penalties*). If the presentation runs more than four minutes over the maximum time, the team will be disqualified (see *Disqualifications*).
5. **After the presentation, judges will have an additional ten minutes to ask the team questions about their presentation, written proposal and overall restaurant concept. Teams will be evaluated on how well they answer the judges' questions.**
6. Immediately after their Verbal Presentation, teams will move to the Critical Thinking area. **As a reminder, the students are still competing at this time and as such may not communicate with teachers, spectators.** The Critical Thinking portion of the competition is closed to spectators. Team members, their educator, designated industry mentor and state coordinator may observe.
7. Critical Thinking Judges will question each team and evaluate their critical thinking skills and ability to react to management challenges. **The judges will present each team mini-scenarios from six of the following categories: 1) safety and sanitation, 2) customer service, 3) social media, 4) human resources and staffing, 5) menu development and design, 6) marketing, and 7) concept knowledge.** All teams will be evaluated on the same categories – **the chosen categories will NOT be distributed at check-in.** The team will then present how they would address that scenario from the context of their restaurant concept. (*For sample scenarios, see Exhibit J*).
8. The written proposal must be picked up by the time specified, or it will be disposed of by the Event Organizers.
9. See *Exhibit K* for a sample management competition timeline.

Penalties

The following are fixed deductions.

1. The team is not dressed in uniform – 5 points
2. Restaurant concept is not located in ProStartville – 5 points
3. Team submits more or **fewer** than 12 menu items – 5 points
4. Team includes an alcoholic beverage as one of their menu items – 5 points
5. **Team submits recipe for more or fewer than 1 menu item** – 5 points
6. **Team submits food costing worksheets for more or fewer than 1 menu item** – 5 points
7. Team submits more or **fewer** than 1 menu pricing worksheet – 5 points
8. Team submits more or **fewer** than 2 marketing tactics – 5 points
9. Team uses an alcohol-related activity or promotion as one of their marketing tactics – 5 points
10. Written proposal does not meet specifications (typewritten, bound, **costing information in a separate manila folder**, no extra information included) – 5 points
11. All **11** copies of the written proposal are not identical – 5 points
12. Each member of the team does not substantially speak during verbal presentation – 5 points per student who does not substantially speak
13. Verbal presentation exceeds maximum allowed time – 1 point per minute

Management Specific Disqualifications (*see additional General Disqualifications*).

1. Verbal presentation ran more than four minutes over the maximum allowed time
2. Team used unauthorized enhancements in the slideshow (embedded video, sound, etc.)
3. Team submitted work, or parts of work, that was previously submitted by another team.

Event Personnel

1. Event Organizers (MRA ESF staff members)
2. Judges from colleges/universities and the restaurant and foodservice industry. There will also be one lead judge.
3. All judges will be consistent from team to team (i.e., judges scoring Restaurant Concept will be responsible for that category across all competitors).
4. Verbal Presentation judges will evaluate both the written proposal and verbal presentation on the following categories. (*See Exhibit L for sample score sheet.*

Restaurant Concept	Minimum of two judges
Menu	Minimum of two judges
Marketing	Minimum of two judges

5. Menu and Recipe judge will evaluate all management teams' menus, recipes and costing.
6. Each of the Critical Thinking judges will present one mini-scenario on a respective category. Each Critical Thinking judge will score teams on all six categories.

Exhibit A- Management

Written Proposal Outline and Checklist

The information in the eleven written proposals must be presented in the following order in sections separated by tabs:

- ☐ Table of Contents
- ☐ Restaurant concept description
 - Type of establishment
 - Type of cuisine served
 - Meals served
 - Hours of operation
 - Location of restaurant
 - Target market
- ☐ Description of interior and décor
- ☐ Interior diagram
- ☐ Organizational Chart
- ☐ Listing of twelve menu items
- ☐ **Recipe(s) for one menu item**
- ☐ **Costing worksheet(s) for one menu item**
- ☐ **Menu pricing worksheet(s) for one menu item**
- ☐ Photo of one menu item
- ☐ Sample of how menu will be presented
- ☐ Two marketing tactics
 - Description
 - Goal
 - Budget
 - Sample
- ☐ Conclusion

Manila Folder- Teams must prepare an additional copy of just the menu listing and sample, the recipes, photographs, costing and menu pricing worksheets in a manila folder. The team's state must be listed on the front of the folder.

Exhibit B- Management

2016 Location Description – ProStartville, USA

Demographics:

The geographic location of ProStartville, USA is at your discretion.

ProStartville, USA is home to a diverse group of families, students, and young professionals. Within the ProStartville area there is a 4 year university, a regional airport, and a popular travel resort.

- Population – 57,000
- Median age – 31
- Families – represent 33% of the population

Exhibit C- Management

Sample Restaurant Diagram

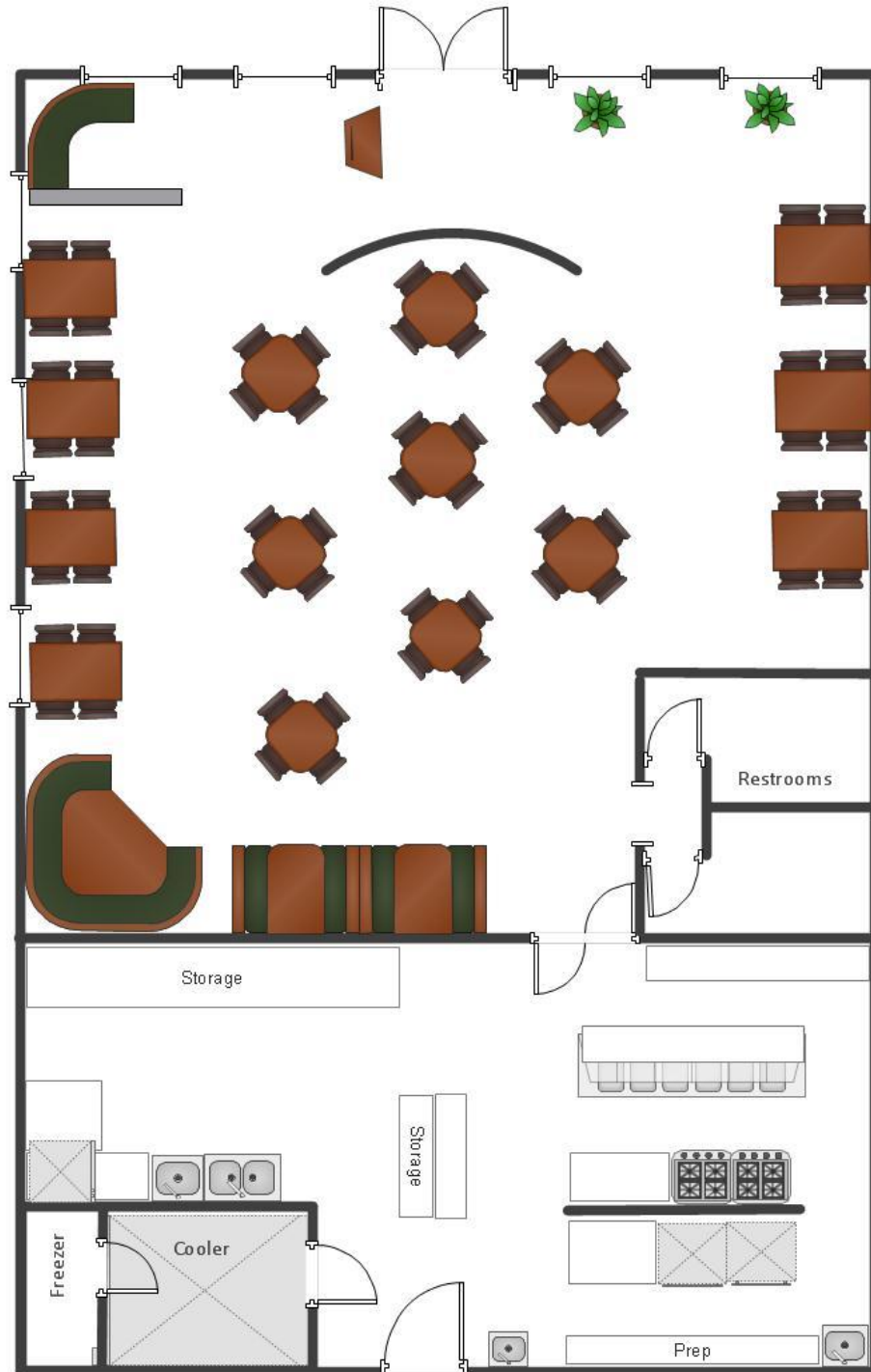


Exhibit D- Management

Organizational Chart Sample

The Organizational Chart below is an example of the positions needed to staff the restaurant represented in the sample restaurant diagram in Exhibit C.

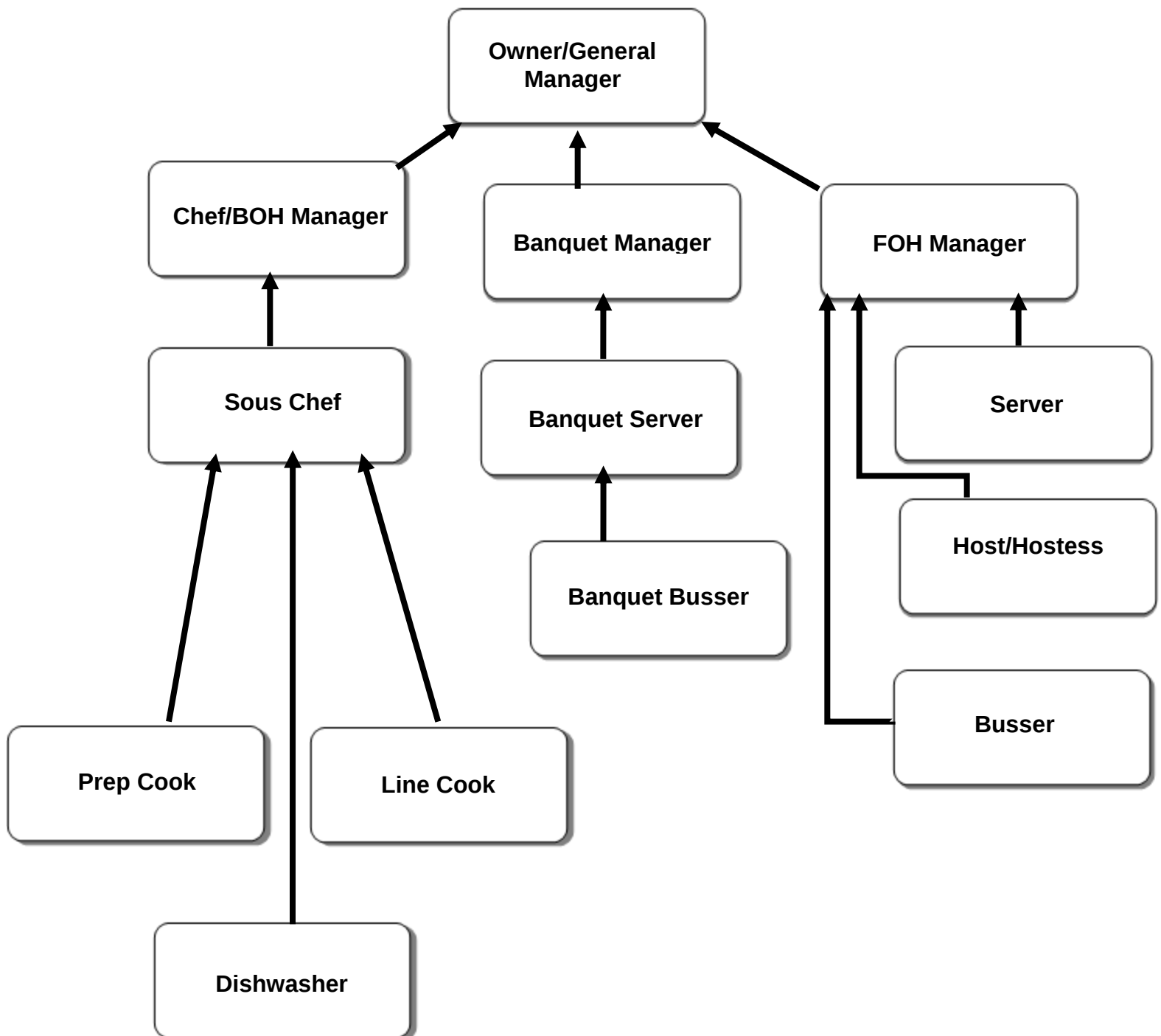


Exhibit E- Management

Marketing Tactic Clarification

Teams must include two marketing tactics as a part of their presentation. The below categories, taken directly from the curriculum, will help identify what qualifies as a marketing tactic and what can be seen as specific examples of each tactic.

Website and social media presence are not tactics in and of themselves. For example, Sprinkles Cupcakes uses twitter for a “whisper words” promotion. Each day a “whisper word” is announced via the official Sprinkles twitter account, and the first 50 patrons to whisper the word of the day receive a free cupcake. In this example, twitter is a vehicle for the promotion.

Advertising – Paying to present or promote an operation’s products, services, or identity.

- Newspaper
- Radio
- Magazine
- Billboard
- Metro Transit
- Digital advertisements on social media

Promotions – Incentives to entice customers to patronize an operation.

- Frequent shopper program
- Special Pricing
- Premiums
- Special Events
- Samples
- Contest/sweepstakes
- Signage & display materials
- Merchandising
- Carryout & door hanger menu

Public Relations – The process by which an operation interacts with the community at large.

- Hosting a charity event
- Press release
- Sponsoring a team or event

Direct Marketing – Making a concerted effort to connect directly with a certain segment of the market.

- Post Card mailing campaign
- E-mail campaign
- Deal of the Day website (Groupon, Living Social, etc.)
- Smart phone application that updates and informs customers directly
- Flyers

Exhibit F- Management

Menu Item Clarification

The intent is for teams to develop a menu featuring only twelve menu items. **This may be treated as a representative sample that is reflective of the concept's broader menu.** Please see the below information on what constitutes a menu item.

Menu Item Clarification

The general rule of thumb for what counts as a menu item is that anything that is packaged together for one price counts as one item. For example, the below menu would consist of two items:

- Burger with a choice of fries, mashed potatoes or asparagus - \$8.95
- Chicken sandwich with a choice of fries, mashed potatoes or asparagus - \$8.95

The recipes/costing for the burger menu item would include the burger and the most costly of the side dish choices.

If the menu lists entrees separate from side dishes, and customers must pay for side dishes, the side dishes count as separate items. For example, the below menu would consist of five items:

- Burger - \$6.95
- Chicken Sandwich – \$7.50
- Fries - \$1.95
- Mashed Potatoes - \$1.95
- Asparagus - \$3.50

An exception is a table d'hôte menu (see *Foundations of Restaurant Management & Culinary Arts Level 2*, pgs. 473-74) or prix fixe menu. In those cases, each dish that makes up the table d'hôte or choice for prix fixe counts as one menu item.

On the sample menu on the next page, there are examples of how to count menu items.

- Each Salad counts as one menu item
- Each Sandwich counts as one menu item, the costing for each item would include the most costly of the side choices
- Each Soup counts as one menu item
- Each Dinner item counts as one menu item, costing would include all sides and sauces
- Each Dessert is one item
- Each Beverage is one item
- Total menu items count for this menu is: 21

Exhibit F, cont.

Salads

- House \$6.50
Spring greens, avocado, roasted peppers, onions, shredded carrots, tomatoes & balsamic dressing
- Crazy \$8.50
Chicken breast, goat cheese, spring greens, crushed walnuts, bacon, roasted peppers, onions & balsamic dressing
- Wild Alaska Salmon \$8.50
Alaska salmon, spring greens, tomatoes, sliced lemon & balsamic dressing

Sandwiches

Available with your choice of potato, pasta or green salad

- Best Burger \$8.00
¼ lb. beef patty, pickle, tomatoes, sautéed onions, spring greens, cheddar cheese
- Best Chicken \$7.00
Chicken breast, spring greens, tomatoes, onions & basil mayo
- Garden Burger \$7.00
Veggie patty, sun-dried tomato pesto, spring greens, avocado, tomatoes, onions, shredded carrot & basil mayo

Soups

- Chicken Gumbo \$4.00
- Italian Wedding \$4.00
- Lobster Bisque \$4.00
- Minestrone \$4.00

Dinners

- Pot Roast Dinner \$15.75
Piled high with cipollini onions, carrots & mushrooms over mashed potatoes, served au jus
- Chili Glazed Salmon \$16.50
Served over a roasted vegetable & quinoa pilaf finished with micro greens
- Chicken Pot Pie \$13.00
Roasted chicken in an herbed cream sauce with leeks & carrots under a pastry crust
- Walleye Dinner \$15.50
Hand breaded & pan-fried filet on a bed of basmati rice pilaf with lemon beurre blanc

Desserts

- Cake \$4.00
- Apple Turnover \$2.25
- Brownie \$2.25

Beverages

- Coffee \$2.00
- Iced Coffee \$2.50
- Cappuccino \$3.75

Exhibit G- Management

Recipe Example

NOTE: For a menu item consisting of Chicken Gruyere served with sautéed spinach, and roasted potatoes, you should include separate recipes for the chicken, the spinach, the potatoes and the sauce.

Management teams must complete this worksheet prior to the competition. Portion size is at your discretion.

School Name	ProStart High School
Educator Name	Chef Jane Doe

Menu Item	Chicken Gruyere		
Number of Portions	4	Portion Size	1 breast / approx. 8 oz.
Cooking Method(s)	Sauté, bake		
Recipe Source	Chef		

Ingredients	
Item	Amount
Butter	2 oz.
Onion, sliced	8 oz.
Swiss Cheese, shredded	3 oz.
Bread Crumbs	3 oz.
Paprika	1 teaspoon
Chicken Breast, Airline, skinless	4, approx. 8 oz. each
Salt and Pepper	To taste
White Wine	3 oz.
Chicken Stock	3 oz.

Procedure
1. Sauté onions and ½ butter until soft but not brown. 2. Combine cheese, bread crumbs and paprika 3. Sprinkle chicken breasts with salt and pepper Remainder of procedures...

Exhibit H- Management

Recipe Cost Example

NOTE: For a menu item consisting of Chicken Gruyere served with sautéed spinach, and roasted potatoes, you should include separate recipe costing sheets for the chicken, the spinach, the potatoes, and the sauce.

Management teams must complete this worksheet prior to the competition.

School Name	ProStart High School		
Educator Name	Chef Jane Doe		
Menu Item	Chicken Gruyere		
Number of Portions	4	Portion Size	1 breast/ approx.8 oz.

Ingredient	Purchase Unit	Purchase cost	Unit cost	Amount Needed	Ingredient Cost
Butter	1 pound	\$4.59	\$0.287/oz.	2 oz.	\$0.574
Onion	3 lbs.	\$1.98	\$0.041/oz.	8 oz.	\$0.328
Swiss Cheese	1 pound	\$5.99	\$0.374/oz.	3 oz.	\$1.122
Bread Crumbs	15 oz.	\$1.75	\$0.117/oz.	3 oz.	\$0.351
Paprika	2 oz. / 12 tsp	\$1.79	\$0.895/oz.	.167 oz./1 tsp	\$0.149
Chicken Breast	1 pound	\$1.98	\$1.98/#	2 #	\$3.96
White Wine	750 ml / 25.4 oz.	\$12.00	\$0.472/oz.	3 oz.	\$1.416
Chicken Stock	1 gallon	\$6.00	\$0.047/oz.	3 oz.	\$0.141

Subtotal	\$8.041
1 % for small amounts of spices (Q Factor)	\$0.08
Total Recipe Cost	\$8.121
Portion Cost	\$2.03

Exhibit I- Management

Menu Price Example

NOTE: For a menu item consisting of Chicken Gruyere served with sautéed spinach, and roasted potatoes, you should include one (1) menu price sheet for the completed menu item.

Management teams must complete this worksheet prior to the competition.

School Name	ProStart High School
Educator Name	Chef Jane Doe

Menu Category	☐ Starter	☒ Entree	☐ Dessert
----------------------	----------------------------------	--	----------------------------------

Recipe	Portion Cost
Chicken Gruyere	\$2.03
Sauteed Spinach (from additional recipe and costing sheets)	\$0.753
Roasted Potatoes (from additional recipe and costing sheets)	\$0.961
Sauce (from additional recipe and costing sheets)	\$0.354

Total Plate Portion Cost	\$4.098
Menu Price at 33% Food Cost	\$12.418
Actual Price on Menu	\$12.75

Exhibit J- Management

Sample Critical Thinking Scenarios

Social Media

- A guest leaves a negative comment of your restaurant on a popular restaurant review website. How would you handle?
- Someone posts a bad comment on your restaurant's Facebook page – what should you do?

Safety & Sanitation

- While pulling out the beef for your signature ribeye, your prep cook notices that the walk-in seems a bit warm. What do you do?
- While cutting lemon wedges for iced teas, your server finds a moldy lemon halfway through the box of lemons. What should the server do?
- We see that you have a line cook position - while the line cook is carrying your signature soup, he slips in a puddle of water by the dish area. What do you do?

Customer Service

- A reservation for a party of 4 is showing up in your system as cancelled, yet they have arrived and checked in – what will you tell them?
- A guest chokes on a toothpick on their way out the door - what do you do?

Human Resources & Staffing

- One of your employees feels he is being bullied by another employee. How would you address this? Who would you speak to first?
- A guest calls the day after dining and complains that the server added an extra \$5 to the tip the guest left. How do you address this?

Marketing

- In the coupon you printed in the newspaper, you forgot to put an expiration date. Two months later, a table presents it for redemption- what do you do?

Menu Development and Design

- You don't sell as much of the filet as you anticipated on Friday night, what will you do with the extra filets?
- A guest at your steakhouse is a vegetarian – what can you serve him/her?

Concept Knowledge

- Due to your location you serve a high volume during lunch. However, dinner tickets are down. What can you do to increase dinner volume?
- A restaurant very similar to yours opens up across the street – how do you compete?

Exhibit K- Management

Sample Management Competition Timeline

	Verbal Presentation			Critical Thinking			Feedback	
Team	Setup	Begin	End	Begin	End	5 Minute Break	Begin	End
1	7:00 AM	7:05 AM	7:25 AM	7:30 AM	7:40 AM		8:50 AM	9:00 AM
2	7:25 AM	7:30 AM	7:50 AM	7:55 AM	8:05 AM		8:50 AM	9:00 AM
3	7:50 AM	7:55 AM	8:15 AM	8:20 AM	8:30 AM		9:00 AM	9:10 AM
4	8:05 AM	8:10 AM	8:30 AM	8:35 AM	8:45 AM		9:00 AM	9:10 AM
5 minute break								
5	9:15 AM	9:20 AM	9:40 AM	9:45 AM	9:55 AM	5 Minute Break	12:05 PM	12:15 PM
6	9:40 AM	9:45 AM	10:05 AM	10:10 AM	10:20 AM		12:05 PM	12:15 PM
7	10:05 AM	10:10 AM	10:30 AM	10:35 AM	10:45 AM		12:15 PM	12:25 PM
8	10:30 AM	10:35 AM	10:55 AM	11:00 AM	11:10 AM		12:15 PM	12:25 PM
9	10:55 AM	11:00 AM	11:20 AM	11:25 AM	11:35 AM		12:25 PM	12:35 PM
10	11:20 AM	11:25 AM	11:45 AM	11:50 AM	12:00 PM		12:25 PM	12:35 PM
5 minute break								
11	12:40 PM	12:45 PM	1:05 PM	1:10 PM	1:20 PM	5 Minute Break	3:30 PM	3:40 PM
12	1:05 PM	1:10 PM	1:30 PM	1:35 PM	1:45 PM		3:30 PM	3:40 PM
13	1:30 PM	1:35 PM	1:55 PM	2:00 PM	2:10 PM		3:40 PM	3:50 PM
14	1:55 PM	2:00 PM	2:20 PM	2:25 PM	2:35 PM		3:40 PM	3:50 PM
15	2:20 PM	2:25 PM	2:45 PM	2:50 PM	3:00 PM		3:50 PM	4:00 PM
16	2:45 PM	2:50 PM	3:10 PM	3:15 PM	3:25 PM		3:50 PM	4:00 PM
5 minute break								
17	4:05 PM	4:10 PM	4:30 PM	4:35 PM	4:45 PM	5 Minute Break	6:10 PM	6:20 PM
18	4:30 PM	4:35 PM	4:55 PM	5:00 PM	5:10 PM		6:10 PM	6:20 PM
19	4:55 PM	5:00 PM	5:20 PM	5:25 PM	5:35 PM		6:20 PM	6:30 PM
20	5:20 PM	5:25 PM	5:45 PM	5:50 PM	6:00 PM		6:20 PM	6:30 PM

Exhibit L- Management

Management Competition Score Sheet

Criteria **Max Points** **Score**

Written Proposal (60 points)

Restaurant Concept (28 points)

Description of concept • Type of establishment • Meals served • Hours of operation • Type of cuisine served • Location of restaurant • Target market	10	
Interior and décor • Does it match concept • Samples given - paint swatches, drawings or pictures of tables/chairs/artwork/lighting	4	
Restaurant diagram/layout • Paper size (max 11" X 17") • Flow of space • Necessary features (bus stations, host stand, etc.) • Appropriate equipment	5	
Organizational chart • Does the staffing fit the concept • All positions accounted for (FOH, BOH, janitorial, etc.) • Proper organization of chart	4	
Conclusion	5	

Menu (15 points)

Matches restaurant concept	3	
Description of 12 items	3	
Sample of how presented • Easy to read • Does type of menu fit concept (i.e. menu board for fast-food restaurant)	3	
Recipes, food costing, menu pricing • Used official template • Sources listed • Used 33% food cost to calculate menu price • Prices for all items based on calculated prices for 1 item	5	
Photo	1	

Marketing Plan (17 points)

Matches restaurant concept • Tactic descriptions • Tactic goals • Will it reach target market	5	
Tactic budgets	4	
Samples	4	
Creativity	4	

Verbal Presentation (60 points)

Organization of presentation	5	
Presentation skills	15	
• Ability to sell concept • Easy to hear/understand • Professionalism		
Slideshow	20	
• Supports/illustrates/complements verbal presentation • Neat • Readable • Creative		
Relevancy of material presented		
• Reflect the written presentation • Material presented was appropriate for a verbal presentation		
Q & A - Depth of overall knowledge	20	

Critical Thinking (70 points)

Teamwork	5	
Presentation skills	5	
• Ability to sell solution • Easy to hear/understand • Professionalism		
Category 1	10	
Category 2	10	
Category 3	10	
Category 4	10	
Category 5	10	
Category 6	10	

Total Points**190****Penalties**

Not dressed in uniform	5	
Restaurant concept not located in ProStartville	5	
Included more or less than 12 menu items	5	
Included recipes for more or fewer than 1 menu item	5	
Included food costing worksheets for more or fewer than 1 menu item	5	
Included more or less than 1 menu pricing worksheet	5	
Included more or less than 2 marketing tactics	5	
Prepared incorrectly (not typewritten, bound, extra information included)	5	
All 11 written proposal copies are not identical	5	
All members of team did not substantially (at least 2 minutes) present	5 pts per student	
Exceeds max verbal presentation time	1 pt per minute	
Disqualification results if allotted time is exceeded by 4 minutes		

Disqualification

- Missed Orientation
- Missed appointed time to compete
- Received coaching
- Misconduct

- Did not compete in each event segment (written, verbal, critical thinking)
- Verbal presentation ran more than 4 minutes over allotted time
- Used unauthorized features (embedded video, sound, etc.) in slideshow
- Used parts of a previously submitted team's work