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National Restaurant Association
Educational Foundation



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**2023 APSI
Management Competition
Judges' Training**



Welcome Judges!

There are 105 students competing at APSI this year. To them, you are more than judges.

You're role models and experts who are giving time and talent to help these students succeed.

The impact you have on these young people will outlast their memories of this event.

Thank you!



How should we evaluate the students?

- Scores should be based on objective observation.
- Record clear and descriptive sentences in the comments box.
- Maintain thorough note taking based on judging criteria.
- Please feel free to discuss amongst yourselves and share observations.
- Establish a baseline
- Take detailed notes to refer to later when deciding on a score
- Judges are allowed to ask students questions, but they should relate to the team's presentation—DO NOT COACH OR HELP

PSI Scoring- Online Scoring System

- Can access your account by going to www.psiscoreing.com
- If you have judged before you should be able to use the same email address to access your account, please confirm you still have access before training on Sunday, February 26th
- If you have not received an email to create an account please reach out to Chef Jess at alprostart@gmail.com before the training Sunday, February 26th or we can finalize the account set-up that evening

Judges Scoring

- Ensure scores are entered for each school by the judge in their assigned category in the PSI Scoring Program
- Points may be awarded in quarters, i.e. 3.75, 4.25 (but not smaller than .25)

Management Team

- Consists of:
 - A minimum of 2 members and maximum of 4 members
 - An optional Team Manager
 - One ProStart Educator
 - One optional Restaurant/Foodservice Mentor



Team Members

- Only current high school students enrolled in a confirmed ProStart recognized by the NRAEF are eligible
- All members must participate in the presentation of concept
- A Team Manager may step in as a substitute in the event of injury/illness with approval from the lead official

Team Uniform

Should consist of:

- **Shirt:**
 - solid color
 - long sleeve (females may wear $\frac{3}{4}$ length sleeves)
 - collared dress shirts of same style
- **Dress pants or skirts**
 - Worn appropriately and professionally
- **Professional footwear suitable for a business meeting, with heel height no more than 3 inches.**



Management Competition Set-Up

- Teams will stay inside designated area with judges sitting in a social distanced area.
- One 6ft table for water bottles and copies of written proposal.
- On the table the event staff provides two easels and binder clips for the posters
- Educator (PSE), mentor (M) and team manager (TM) seats will be reserved. TM seated separately to facilitate rule of no communication during competition.

Management Competition Overview

- The Management Competition is divided into three parts: Written Proposal, Verbal Presentation, and Critical Thinking.
- The events are scored as follows for a total of 195 points.
 - Concept 30 points
 - Menu and Costing 35 points
 - Marketing 40 points
 - Operations 30 points
 - Critical Thinking 55 points
 - Menu and Recipe Costing 5 points

Written Proposal

Written Proposal

- Students will develop a written proposal for their restaurant concept, including a menu and marketing launch
- Written proposal consists of:
 - Restaurant concept description
 - Floorplan of selected restaurant space scenario
 - Description of interior and décor
 - SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis
 - Organizational Chart
 - Sample menu
 - Costing, Menu Pricing and Recipe(s) for one menu item
 - Photos of up to 4 menu items
 - Two marketing tactics including: Description, Goal, Budget and estimated Return on Investment (ROI)

Written Proposal

2023 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. Residents of ProStartville enjoy a thriving arts scene, a large university with a strong sports program, an international airport, and unique neighborhoods.

- Population – 190,000
- Median age – 34
- Families – represent 26% of the population

Written Proposal

Concept Description

- Type of establishment (*see Foundations of Restaurant Management & Culinary Arts Level 1, pg. 8 for descriptions*)
- Purpose and impact
- Meals served (breakfast, lunch, dinner, etc.)
- Hours of operation
- Type of cuisine served
- Target market within the fictional city of ProStartville (defining characteristics, demographics, business/leisure, etc.)

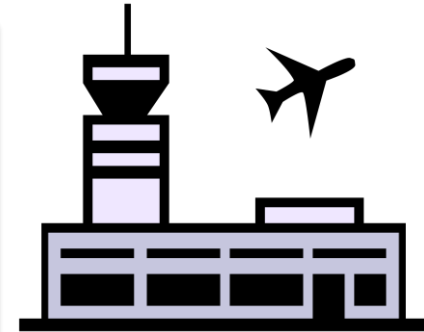
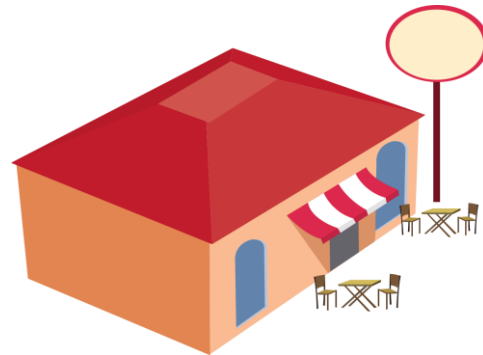
Written Proposal

Floorplan & Scenario

Students must use one of the four scenarios provided to create a unique floorplan.

Scenario Options:

- Freestanding
- Airport
- Food Truck
- Strip Mall



Written Proposal

1 page SWOT analysis



1 page Organizational Chart



Written Proposal

1 page Sample Menu

- exactly twelve (12) menu items
- including pricing and necessary descriptions

2 page max of 4 menu items

- Items must be made by the team

Written Proposal

Menu Development

- Exactly 12 menu items
- For 1 of the menu items, must include recipes, costing, and menu pricing
 - Note: this may be more than 3 recipe sheets
- Management team permitted to work with culinary team in menu development

Written Proposal

Marketing

- Teams will develop 2 marketing tactics to launch the restaurant
 - Must include description, goal and budget
- Teams will submit a sample of their tactics
 - Such as layout of ad, slogan for t-shirt, etc.
 - Sample may be a drawing or picture, it does not have to be the actual item
- Teams may only submit 2 tactics. There is a penalty for submitting more
- 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.

Written Proposal

- Judges will be looking for creativity of the concept, how well the team thought through their concept, and how well they executed on the requirements
- Judges in each category will evaluate their specific category for both the written proposal and verbal with questions
 - The only exception is the recipe & costing judge, who will judge only that portion of the competition

Verbal Presentation

Business Proposal Presentation

(Think “Shark Tank”)



Competition Flow

- Report to Assigned Booth (5 minutes prior to start time)
- Booth set up (3 minutes)
- One Verbal Presentations (up to 10 minutes)
- Judges Q&A Time (10 minutes- 4 min for Critical thinking and 6 minutes for other judges)
- Break for Judges to Deliberate (10 Minute)
- Feedback to Team (10 minutes)

Verbal Presentation

- Judges will act as if they are a panel of potential investors and assigned to categories: Concept, Menu & Costing, Operations, Marketing, or Critical Thinking.
- Teams will present on the relevant section of their concept and reference their posters
- There is a penalty for going over time
- Students may have a copy of written proposal, the 2 posters, and index cards in the booth.

Verbal Presentation

- Each member of the team must have a substantial speaking role during the presentation
- Teams will also have their marketing and menu posters for reference.
- Teams may not hand any material to judges

- Judges should be looking for:
 - Public speaking skills
 - How well the team works together
 - How well they pulled out the pertinent information from their written proposal
- Q & A should focus solely on their presentation and proposal

Critical Thinking



Critical Thinking

- Scenarios will be presented to the students
- Teams must work together to come up with solutions (collaboration is fine!)
- The answers must relate to their unique restaurant concept
- All teams will be presented with the same four scenario topics, but the questions will relate to their concept: students will answer as the owners on the subject

Critical Thinking

The four categories for critical thinking scenarios will be selected from the following:

- Safety and Sanitation
- Customer Service
- Social Media
- Human Resources and Staffing
- Menu Development and Design
- Marketing
- Concept Knowledge

The four categories selected for Critical Thinking will be the same for all competing teams.

Critical Thinking

Scoring

- Judges will be evaluating the team's understanding of management concepts, ability to problem solve, and teamwork
- Each judge will specialize in the type of question they ask, but all will evaluate each question

Posters



Poster Criteria

- Team will prepare one poster to present a sample marketing tactic and one poster to display their menu
 - Marketing judges will score the marketing poster
 - Menu & Costing judges will score the menu poster
- Poster must be 24 x 36 inches
- Must be entirely flat and may not include 3 dimensional objects.

Judging Tips

The background features a white upper section and a green lower section. A dark blue horizontal line separates the two, with a slight curve. The green area below the line has a subtle gradient, appearing lighter on the left and darker on the right.

Bars & Alcohol

- Teams may have bars and lounges in their concept but are **not** allowed to have alcohol on their menus or incorporated in their marketing tactics.



Financials

- Teams are restricted to only providing information asked for in the rules (penalties for extra information)
 - The only financial information they are to provide is marketing budgets
- They do not have the knowledge to forecast sales, create P&L statements, develop operating budgets, etc. so please do not ask them financial questions unrelated to the information they presented

Note: The ROI as described in the Rules is not a financial investment model but more of a look at what the students hope to see as a return on their marketing tactic investments.

For example- we plan to pass out 500 flyers. The printing cost for this will be \$75 and we hope to attract 100 new customers. With an average check of \$12 per person we are hoping to generate \$1200 from this marketing tactic.

Feedback Sessions

Feedback Sessions

- At least one judge from each scoring area will provide each team feedback
 - Judges should discuss key feedback with one another to share with all teams so teams get the benefit of all judge insight
- Feedback is limited to 10 minutes per team. It is critical that the timeline is followed.
- The teacher, mentor and team manager are allowed in the feedback session. Only students may ask questions, adults may observe.
- Goal of Feedback Session
 - Provide constructive input
 - Reduce and eliminate confusion and uncertainty
 - Reinforce and celebrate successes
 - Encourage and inspire for accepting future challenge-make them want to come back
 - Positive while still being honest

Feedback Session Procedures

- Students may ask the judges questions about their performance and the overall process
- Mentors and educators should be discouraged from asking questions
- Encourage students to take notes to review later when the excitement and nervousness have worn off

Critique and Feedback

- Goal of Critique
 - Provide constructive input
 - Reduce and eliminate confusion and uncertainty
 - Reinforce and celebrate successes
 - **Encourage and inspire** for accepting future challenge-make them want to come back
 - Positive while still being honest

Critique and Feedback

Something to keep in mind during critique

There is a desirable balance of protecting the students by noting the positive aspects of their performance and not squelching their dreams while still providing accurate and educational feedback on areas of improvement.

We know you will be:

Brilliant but Succinct

“Sage Like” but Brief

“A source of wisdom practicing the wisdom of brevity.”

Thank You!

We appreciate you sharing your
talent and time with these
students!