



The Seventh Virtual Enterprise Virginia Trade Fair

Registration and Information



March 18, 2010
Virginia Wesleyan College
1584 Wesleyan Drive
Norfolk, VA 23502

VIRTUAL ENTERPRISE VIRGINIA TRADE FAIR

You are cordially invited to attend the sixth annual Virtual Enterprise Virginia Trade Fair, which will be held on the campus of Virginia Wesleyan College in Norfolk in cooperation with the Virginia Department of Education, Office of Career and Technical Education.

The event this year will celebrate the seventh anniversary of Virtual Enterprise Trade Fairs in Virginia. Virtual Enterprise (VE) is a program that has drawn national attention as an applied learning instructional model for business, economics, finance and career education and has grown in the United States to include programs in over 400 secondary and post-secondary institutions.

The Virtual Enterprise Trade Fair is a hallmark component of the Virtual Enterprise practice firm program. It provides students with the opportunity to showcase and market the products and services of their virtual businesses as they engage in business with their local, national and international peers in a simulated, global marketplace. Students will demonstrate their skills, knowledge and diverse talents in entrepreneurship, communications, computer technology, and global business management.

The competitions related to the VE Trade Fair are explained in the *Competition Information and Rubrics*. Students will have the opportunity to compete for recognition in the following categories: Best Salesmanship, Business Plan Update, Catalog Sales, Human Resources Employee Manual, Human Resources Scenario Presentation, Job Interview, Most Creative Booth, Most Professional Booth, Printed Catalog, Salesmanship, Web Site and Video Commercial. **Please note that all competitive event materials must be received (not postmarked) by February 23.**

This year's event is being held on the beautiful campus of Virginia Wesleyan College.

The Virginia Business Plan Defense and Competition was held in December, 2009. The teams from the final round will be recognized at the opening ceremony of the Trade Fair.

On behalf of Virtual Enterprise Virginia and our corporate mentors and supporters, we extend a special welcome to our national and international colleagues and friends. We look forward to welcoming you to the Virginia Trade Fair in March, 2010 and hope you will participate in the activities and events we have planned for you

Should you have questions when preparing for the Trade Fair, please do not hesitate to contact me. See you March 18!!



Rhonda S. J. Doak
Virtual Enterprise Virginia
Rhonda.doak@vbschools.com
(P) 757-648-6180; (F) 757-468-4233

PROGRAM

The Trade Fair is an exciting day filled with activities. The trading will be in the afternoon, with the awards ceremony held at the conclusion of trading. **Trading is not to begin until the opening ceremony is completed.**

Tentative details are:

Thursday, March 18

Tentative Schedule

8:30 Judges' Meeting
9:30 – 11:00 Registration, Competitive Events and Booth set up
11:15 Trade Fair Opening Ceremony on the Trading Floor
11:45 Trading and Competitive Events (lunch is available on site; participants will be scheduled on a staggered basis)
3:30 Booth breakdown and clean up
4:00 Awards Ceremony

Competitive Events Judged On Site

Best Salesmanship
Business Plan Update
Case Study Presentation
Catalog Sales Presentation
Human Resources Scenario
Job Interview (Interviewee list will be sent to VE Coordinators prior to the Trade Fair)
Most Professional Booth
Most Creative Booth

Competitive Events Judged Prior to the Trade Fair (**Receipt** date for all submissions is February 23.)

Job Applicant Cover Letter and Resume
Human Resources Employee Manual (five copies)
Web Site Design (send URL)
Printed Product Catalog (five copies)
Video Commercial (five copies)

TRADE FAIR BOOTH REGISTRATION

NOTE: For the best choice of booths, it is best to register as early as possible! Trade Registration opens October 15! Space is limited and is on a first-come, first-served basis. School purchase orders are acceptable and should be submitted right away. Please use the [registration form](#) that is found online at www.vevirginia.org. Don't forget to print and/or save a copy for your records.

Trade Fair Registration Fee: \$350.00. Booth reservation will be held with registration form; valid school PO or check payment in full by March 1, 2010. Payments should be made to the Advanced Technology Center; tax ID is 54-0722075.

*There is a \$1,000 **Virtual** Fee per booth that is payable to VA Trade Fair #100004227; be sure to note in the memoranda of the payment the name of the firm that is submitting the payment.*

Trade Fair Registration Fee	\$350.00 fee for trade fair participation
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Checks and/or purchase orders should be mailed to:

Advanced Technology Center
Attn: Rhonda Doak
1800 College Crescent, H171
Virginia Beach, VA 23453

VIRTUAL ENTERPRISE VIRGINIA TRADE FAIR COMPETITIVE EVENT REGISTRATION

The [Event Registration Form](#) for the events is online at www.vevirginia.org. The form can be completed and submitted electronically. Print and/or save a copy for your records.

TRADE FAIR IMPORTANT DATES

In order to complete your trade fair registration process and secure a booth space at the event, please complete the following steps:

1. **Beginning October 15:** Complete the “*Trade Fair Booth Registration*” this should be completed prior to March 1. (registration form can be found at www.vevirginia.org/trade_fair.htm)
2. **February 1:** Submission of the “*Trade Fair Competitive Events Registration*” (registration form can be found online at www.vevirginia.org/trade_fair.htm) or by fax (757-468-4233) for each business. Electronic submissions are preferred.
3. Keep a copy of all registration materials for your files.
4. **February 23: RECEIPT** date for competitive event materials.
5. **By March 1:** Receipt date for check or purchase order. Please attach a copy of your completed “*Trade Fair Registration*” form to your purchase order or check; make a copy for your files. Submit both to Rhonda Doak, Advanced Technology Center, 1800 College Crescent, H171, Virginia Beach, VA 23453. Please make checks payable to Advanced Technology Center.
6. **By March 5:** Place your lunch order with Virginia Wesleyan College. Contact is Vikki Kassick – vkassick@vwc.edu.

If you have any questions regarding the registration process, please do not hesitate to contact Rhonda Doak, Rhonda.doak@vbschools.com, 757.648.6180.

TRADE FAIR DETAILS

Booth Specifications

- 10' x 8' area, 8' high back, 3' high sides
- 6' table
- 2 chairs
- Pipe and drape
- Booths assigned as received with paid reservation or valid purchase order only.
- Booths do NOT have Internet capability.
- Electricity will not available unless you have an electronics firm that may need power to demonstrate your products and then only on a very limited basis. The booths with electricity will be distributed by lottery for all firms that have submitted the booth registration by December 15.
- Extension cords and surge protectors are NOT provided--please bring your own! Be sure they are heavy duty cords.
- Read *Trade Fair Regulations* for booth design limitations.

Shipping Instructions:

If it is necessary to ship booth materials, instruct shipper to hold delivery until March 18, 2009. Label all cartons "**Hold for Virtual Enterprise Trade Fair March 23; Attention Virginia Videll-Name of Your Business.**"

Ship to:
Virginia Wesleyan College
1584 Wesleyan Drive
Norfolk, VA 23502
757.455.3200

Cancellation Policy

- If booth reservation is cancelled prior to December 1, there will be a 50% refund (or 50% of the fee will be payable).
- There will be no refunds for cancellations after December 1.

Trade Fair Accommodations

The hotel that is closest to the Trade Fair location is The Lake Wright Hotel (<http://www.lakewrightshotel.com>). We encourage you to set a curfew and strictly enforce it.

There are two airports in the vicinity of the convention center – Norfolk International Airport (ORF), approximately 5 miles; and Newport News-Williamsburg International Airport (PHF), approximately 30 miles.

AIRPORT TRANSPORTATION SERVICE

- Taxi cabs are located at the airport.
- Orange Peel Transportation provides transportation to and from Norfolk International Airport. Arrangements should be made directly with Orange Peel – <http://www.orangepeeltransportation.com/>; 757.463.7500

TRADE FAIR REGULATIONS

General Rules:

The exhibitor agrees to abide by show regulations as set forth in this guide. Only capped bottles of water are permitted in the booth for consumption by employees. All food (lunch and snack food items for booth workers) is to be consumed in the dining area. **Please note – no helium balloons are allowed. If helium balloons are brought to the location, they will be confiscated and destroyed.**

Booth Giveaways:

Giveaways combined with a booth should generate traffic at the trade fair. If you choose to use this method to attract customers to your booth, you must follow these guidelines set by the Convention Center:

1. **NOTHING IS TO BE SOLD FOR REAL MONEY. This is not a fundraising event!**
2. **No trading is to begin until the opening ceremony is completed.**
3. All food items should be individually wrapped before arrival to the trade fair. This will help to reduce damage to the trading floor. In preparing items to bring to the Trade Fair, wear food serving gloves while handling unwrapped food items. Foods should be no larger than a two ounce sample serving.
4. Sample beverages related to your business should be no larger than 4 ounces.
5. No full cans or bottles of beverages may be distributed at the Trade Fair.
6. No chocolate fountains or blenders are allowed.
7. If you plan to have a drawing for an item, you will need to decide in advance if the winner must be present. If you don't have that requirement, know how you get the prize to the winner. You should be prepared to announce winners at the Awards Ceremony.

Booth Numbers:

All booths will have an assigned number on the top right of the back drape. This number must remain in this location throughout the Trade Fair. Once assigned a booth number, companies are not to exchange numbers or booth spaces with other companies. These numbers are used by the judges for judging booth and salesmanship on Trade Fair day. *If removed, the company will be disqualified from the booth and salesmanship competitions.*

Exhibit Staffing:

Booths must be continually staffed by at least two people during all official exhibit hours. *A coordinator and/or chaperone for each company must be on the premises and available at all times during all scheduled hours.*

Exhibit Setup and Teardown:

Booths can be set up beginning at 9:30 am and is to be completed by 11:00 a.m. on March 18. Breakdown can begin at 3:30. The Awards Ceremony will begin at 4:00. Coordinators are asked to expedite breakdown and move students to the Awards Ceremony. *If breakdown isn't finished by 4:00, please move your students to the Awards Ceremony; breakdown can be completed following the ceremony.*

Exhibitor Name Badges:

Every participant must display a name badge for entry to the Trade Fair. It is the responsibility of the exhibiting firm to produce name badges for each participant. Badges must include each participant's name, title, company name, school name, city, and state. Badges must be worn at all times during the fair.

Professional Behavior:

All exhibitors must keep their booth area neat and litter free. During the trading day, participants must dress in professional business attire or in a manner that is representative of the business or booth theme. Any disorderly conduct or inappropriate behavior is prohibited and cause for immediate dismissal from Trade Fair activities. Smoking is not permitted in the convention center.

Exhibit Considerations:

No exhibitor may engage in any activity or employ any individual or device that tends to create unreasonable congestion in aisles. Sufficient space must be provided within the exhibit area and be arranged so that persons watching demos and other activities are contained within the booth.

Moving displays, motion pictures, slide projectors, TV monitors, etc. must be operated in a manner that does not attract or create a crowd that would obstruct adjacent exhibitors.

Booth Design:

The exhibitor agrees to abide by booth wall height restrictions (8' high in back; 3' high sides). All displays, devices, and decorations that serve to distinguish a company's booth must fit within the area designated as the booth dimension. No part of the design features may extend into the aisle. *Failure to observe this rule will automatically disqualify the company from the Best Booth competition.* Floor captains will make decisions concerning acceptable booth design standards.

Security:

Although every precaution will be made to provide adequate security during the event, Trade Fair management does not assume any responsibility for lost or stolen articles. Items such as money, jewelry, personal stereos, computers, exhibitor display items, or other valuables should never be left unattended anytime during the show. Do not bring expensive personal belongings with you. Please report any security issues which would affect the event to Trade Fair management. It is the responsibility of each school district to provide adequate supervision of students.

Be sure to review the Tips for Successful Trade Fairs!! These great ideas come to us from California. Find them posted at: <http://www.vevirginia.org>.



The Seventh Virtual Enterprise Virginia Trade Fair

Competition Information and Rubrics



March 18, 2009
Virginia Wesleyan College
1584 Wesleyan Drive
Norfolk, VA 23502

COMPETITION OVERVIEW

Virtual Enterprise Companies will have the opportunity to participate in various competitions offered in conjunction with the Virginia Trade Fair. Virtual Enterprise students will have the opportunity to display their projects, compete and interact with students from across the nation. The registration form for the competitive events is on the VE web site (the direct link to the registration form is: http://www.vevirginia.org/Event%20Registration%20Form%202012-21-07_pub_0001.pdf).

Please review the guidelines and rubrics for further details. ***Please note that competitive event materials must be received (not postmarked) by February 23.*** Below is a list of the competitions to be offered at the Trade Fair:

1. Best Booth – either Most Creative Booth OR Most Professional Booth
2. Best Salesmanship
3. Business Plan Update – five copies of the Business Plan Summary received by February 23
4. Case Study
5. Catalog Sales Presentation
6. Human Resources Employee Manual - five copies received by February 23
7. Human Resources Scenario Presentation – five copies of HR Manual received by February 23
8. Job Interview (VE Coordinators will be notified prior to the Trade Fair of the interviewees)
9. Printed Product Catalog – five copies received by February 23
10. Video Commercial – five copies received by February 23
11. Web Site Design – URL received via e-mail by February 23

Reminders

- Register by February 1 for the Trade Fair and competitions
- All companies will be entered into their requested competitions as space allows. Once an event is filled, a company will be put on a waiting list for that specific competition and notified. Event schedules will be sent via email to the VE coordinator prior to the Trade Fair.
- If a company decides to take their name out of a competition, please notify Rhonda Doak, Rhonda.doak@vbschools.com as soon as possible. This will allow those companies that may be on the waiting list to participate.

Competition Tips

- Dress professionally; company-themed apparel is permissible.
- Practice presentations beforehand.
- Avoid putting your hands in your pockets or jingling change when presenting.
- Designate a lead speaker for your presentations. This will help in fielding any potential questions and avoid team members speaking over each other.
- All work submitted must be student-produced work.
- Make sure that cell phones or electronic devices are turned off.
- Presenters should not chew gum.
- Once a presentation has begun, please do not enter or leave the competition rooms.

BEST BOOTH MOST PROFESSIONAL OR MOST CREATIVE

Each Virtual Enterprise Company is asked to design and display a Trade Fair Booth at the Virginia Trade Fair. Each booth allows companies to highlight their products and/or services and to increase sales. Each company should decide whether they would like to compete in the *Most Professional* OR the *Most Creative* category. Below are the guidelines for the competition.

Guidelines

- Student-employees of each company will design and display a booth in order to increase sales of their products and/or services at the Trade Fair during the trading hours.
- All student-employees can participate in booth construction and display at the Trade Fair.
- All Trade Fair guidelines on height, width, and materials used must be followed. Failure to adhere to guidelines may cause booth disqualification from competition. Guidelines for the booths are located in the *Registration and Information* posted at: <http://www.vevirginia.org>.
- Scoring will follow the rubrics on the next two pages.
- The top five teams in each category will receive awards.

Reminders:

- All companies must register by February 1.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.

Best Booth – Most Professional		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Booth					
Required elements: <ul style="list-style-type: none"> • Company name • Logo • Product Information • Design features and booth components do not extend beyond the booth space into the aisle • Design features and booth components do not extend beyond the drape height at the back of the booth. 	0	1 – 7	8 – 14	14 – 20	
Presentation: <ul style="list-style-type: none"> • Professional in appearance • Attention-getting • Efficient use of Resources 	0	1 – 7	8 – 14	14 – 20	
Effective use of promotional materials, such as: <ul style="list-style-type: none"> • Catalogs • Flyers • Brochures • Sample merchandise 	0	1 – 7	8 – 14	14 - 20	
Professionalism					
Booth is accessible; employees are friendly	0	1 – 3	4 – 7	8 – 10	
Poise and professional appearance is exhibited by employees	0	1 – 5	6 – 10	11 – 15	
Visitors are enticed to visit	0	1 – 5	6 – 10	11 - 15	
Total Points					/ 100 max

Judge's Code _____

Date _____

Judge's Comments

Best Booth – Most Creative		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Booth					
Required elements: <ul style="list-style-type: none"> • Company name • Logo • Product Information • Design features and booth components do not extend beyond the booth space into the aisle • Design features and booth components do not extend beyond the drape height at the back of the booth. 	0	1 – 7	8 – 14	14 – 20	
Presentation: <ul style="list-style-type: none"> • Original and creative • Attention-getting because of its uniqueness 	0	1 – 7	8 – 14	14 – 20	
Creative use of promotional materials, such as: <ul style="list-style-type: none"> • Catalogs • Flyers • Brochures • Sample merchandise 	0	1 – 7	8 – 14	14 – 20	
Professionalism					
Booth is accessible	0	1 – 3	4 – 7	8 - 10	
Poise and professional appearance is exhibited by employees	0	1 – 5	6 – 10	11 - 15	
Visitors are enticed to visit	0	1 – 5	6 – 10	11 - 15	
Total Points					/ 100 max

Judge's Code _____ Date _____

Judge's Comments

BUSINESS PLAN UPDATE (UPDATE SUMMARY MUST BE RECEIVED BY FEBRUARY 23)

The business plan is the road map for a company. The Business Plan should be used to analyze if company projections are being met. If they are not, adjustments will need to be made. This competition encourages each company to evaluate its progress in meeting earlier goals set in the business plan. Below are the guidelines for this competition.

Guidelines

- Each company will use their original business plan as the basis of their update. Teams should present an analysis of original projections vs. realities and what solutions they have decided to implement as a result of their analysis. Some things to consider.... Did you meet your initial sales goals – why or why not? Did you have to make any mid-year corrections – if so, what corrections did you have to make? Did you secure Business contracts, if so what percentage of your gross salaries are they?
- The presentation team may consist of 1-3 student-employees.
- Each team must submit a Business Plan Update Summary by the deadline above. The Summary is limited to one page on 8.5 x 11-paper. The font size can be no smaller than 10 points. The summary may be one and a half- or double-spaced lines.
- Each team will be given seven (7) minutes to discuss their analysis. Two – three minutes for a judges' question and answer period will follow for a total time of ten minutes.
- Visual aides are permitted. A laptop computer will be provided. If electronic files are needed for the presentation they should be brought on flash drive or CD. They should be in Microsoft Office 2003 format (.ppt not .pptx).
- Scoring will follow the rubric on the next page.
- The top five teams will receive awards.

Reminders:

- All companies must register by February 1.
- Five copies of the Business Plan Update Summary must be **received** by February 23.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.
Mail summary to:
Rhonda Doak
Advanced Technology Center
1800 College Crescent, H171
Virginia Beach, VA 23453

Business Plan Update		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Summary and Analysis					
Summary of original business plan projections vs. actual performance	0	1 – 5	6 – 10	11 – 15	
Results of the analysis of the data to make informed mid-year adjustments	0	1 – 5	6 – 10	11 – 15	
Quality of strategies presented	0	1 – 5	6 – 10	11 - 15	
Visual Presentation					
Organized in a logical manner	0	1 – 2	3 – 4	5	
Professional and/or original and creative appearance	0	1 – 2	3 – 4	5	
Visually appealing to the audience	0	1 – 2	3 – 4	5	
Copyright laws have been followed and permissions are cited.	0	1 – 2	3 – 4	5	
Judges' Questions					
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 - 10	
Accuracy and quality of answers	0	1 – 3	4 – 7	8 – 10	
Delivery					
Voice quality and diction	0	1 – 2	3 – 4	5	
Poise and professional appearance	0	1 – 2	3 – 4	5	
Self-confidence and persuasiveness	0	1 – 2	3 – 4	5	
Total Points					/100 max
Penalty Points: Deduct two (2) points for presentations over seven (7) minutes.					
Final Score					/100 max

Judge's Code _____ Date _____

Judge's Comments

CASE STUDY PRESENTATION

Every business encounters issues that it must solve, whether it is an effective marketing campaign, the need to cut costs, or new product development. The ability to develop solutions and make an effective presentation will determine the success of the company. Below are the guidelines for the case study presentation.

Guidelines

- Each company may enter one team that will develop a solution for the case presented.
- The presentation team may consist of 1-5 student-employees.
- Each team will be given seven (7) minutes to present their solution(s) to the judges. Two – three minutes for a judges' question and answer period will follow the presentation for a total of 10 minutes.
- Visual aides are limited to 36" by 48" display boards.
- No electronic equipment is permitted.
- Scoring will follow the rubric on the next page.
- The top five teams will receive awards.

Helpful Hints:

- Shake hands with the judges, smile and introduce yourself.
- Rehearse prior to arriving for the competition

Reminders:

- All companies must register by February 1.
- The case study will be sent to registered firms.
- Confirm your company's participation in this event upon arrival at the Trade Fair.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.

Case Study		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Case Solution					
Understanding of issue/topic	0	1 – 5	6 – 10	11 – 15	
Flow and logic of solution(s)	0	1 – 2	3 – 4	5	
Quality of strategies presented to solve the issue	0	1 – 5	6 – 10	11 – 15	
Visual Presentation					
Organized in a logical manner	0	1 – 2	3 – 4	5	
Professional and/or original and creative appearance	0	1 – 3	4 – 7	8 – 10	
Visually stimulating to the audience	0	1 – 2	3 – 4	5	
Copyright laws have been followed and permissions are cited.	0	1 – 3	4 – 7	8 - 10	
Judges' Questions					
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 - 10	
Accuracy and quality of answers	0	1 – 3	4 – 7	8 – 10	
Delivery					
Voice quality and diction	0	1 – 2	3 – 4	5	
Poise and professional appearance	0	1 – 2	3 – 4	5	
Self-confidence and persuasiveness	0	1 – 2	3 – 4	5	
Total Points					/100 max
Penalty Points: Deduct two (2) points for presentations over seven (7) minutes.					
Final Score					/100 max

Judge's Code _____ Date _____

Judge's Comments

CATALOG SALES PRESENTATION

A successful company depends upon its sales force to sell its products and/or services. The Catalog Sales Presentation allows the Virtual Enterprise Company to utilize their professional salesmanship skills.

Guidelines

- Each company will use the employee-developed printed product catalog to sell their products and/or services.
- The presentation team may consist of 1-2 student-employees.
- Each team will be given seven (7) minutes to display and discuss their catalog in an attempt to make a sale to the judges. Three (3) minutes will be allowed to answer judges' questions and complete the order for a total time of ten (10) minutes.
- Judges will be given \$25,000 for the purpose of purchasing products/services from the presentation team.
- No visual aide other than the printed product catalog and order forms may be used.
- No electronic equipment may be used.
- Scoring will follow the rubric on the next page.
- The top five teams will receive awards.

Helpful Hints:

- Shake hands with the judges, smile and introduce yourself (include your name and your position in the company and/or your involvement with the construction of the catalog).
- Stand two arms length from the judges' table – respect their personal space.
- Come with a prepared plan to make \$25,000 worth of sales.

Reminders:

- All companies must register by February 1.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.

Product Catalog Sales Presentation		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Salesmanship					
Greeting <ul style="list-style-type: none"> Salespersons introduced themselves Greeting was strong, personable, welcoming 	0	1 – 3	4 – 7	8 - 10	
Qualification of Customer <ul style="list-style-type: none"> Salespersons asked questions to determine customer’s wants and needs. Questions were well stated and probing. 	0	1 – 7	8 – 14	14 – 20	
Presentation of Product <ul style="list-style-type: none"> Salesperson presented product/service based on information obtained in qualifying process. Outstanding product knowledge is evident. Catalog used effectively. 	0	1 – 7	8 – 14	14 - 20	
Overcome Objections <ul style="list-style-type: none"> Salesperson was able to overcome all customer objections. 	0	1 – 7	8 – 14	14 - 20	
Close the Sale <ul style="list-style-type: none"> Salesperson asked for the sale; it was completed using an order form. Order form was correctly completed. Payment procedures explained Sales receipt was provided 	0	1 – 5	6 – 10	11 - 15	
Professionalism					
Prepared to do business	0	1 – 2	3 – 4	5	
Poise and professional appearance	0	1 – 2	3 – 4	5	
Self-confidence and persuasiveness	0	1 – 2	3 – 4	5	
Total Points					/ 100 max
Penalty Points: Deduct two (2) points for presentations over seven (7) minutes.					
Final Score					/100 max

Judge’s Code _____ Date _____

Judge’s Comments

HUMAN RESOURCES EMPLOYEE MANUAL

(FIVE COPIES OF THE MANUAL MUST BE RECEIVED BY FEBRUARY 23)

As part of running a successful business each company is asked to create a Human Resources Employee Manual to address employee issues through the application of company policy. Below are the guidelines for this competition.

Guidelines

- Each company will develop a Human Resources Employee Manual for their virtual business.
- The manual is to be the work of the student-employees of the company.
- The manual must be received by the deadline indicated above.
- The manual will be evaluated according to the rubric on the next page.
- The manual should not exceed 30 pages, including the title page, table of contents, divider pages, and appendices. Front and back covers are **not** counted in the page limit.
- Each side of the paper providing information is counted as a page.
- Pages must be standard 8.5" by 11" paper.
- Pages must not be laminated or in sheet protectors.
- The report may be single- or double-spaced, font size minimum is 10 points.
- Valuable items should not be included with the report. Copies, rather than important original documents, should be sent.
- Scrapbooks and loose or bulky exhibits are not acceptable.
- The top five manuals will receive awards.

Reminders:

- All companies must register by February 1.
- All manuals must be **received** no later than February 23. Please mail manuals to:

Rhonda Doak
Advanced Technology Center
1800 College Crescent, H171
Virginia Beach, VA 23453

- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.

Human Resources Employee Manual		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Required Front Matter included: <ul style="list-style-type: none"> • Table of Contents • Opening – greeting, statement of purpose, introduction, etc. 	0	1 – 3	4 – 7	8 – 10	
Required Components: <ul style="list-style-type: none"> • Employment Policies • Standards of Conduct • Compensation & Performance evaluations • Work Schedule • Required Government Policies (Equal Employment Opportunity, Fair Labor Standards, etc.) • Other Benefits 	0	1 – 9	10 – 20	21 – 30	
Copyright laws have been followed and permissions are cited.	0	1 – 3	4 – 7	8 – 10	
Format of Report					
Clear and concise presentation with logical arrangements of information	0	1 – 5	6 – 10	11 – 15	
Report guidelines followed: <ul style="list-style-type: none"> • Maximum of 30 pages, including title page, table of contents, divider pages, and appendices • Page size is 8.5 x 11 inches • Pages not laminated or in sheet protectors 	0	1 – 3	4 – 7	8 – 10	
Creativity in the project presentation	0	1 – 3	4 – 7	8 – 10	
Correct grammar, punctuation, spelling, and acceptable business style.	0	1 – 5	6 – 10	11 – 15	
Total Points					/ 100 max
Penalty Points: Deduction typographical, spelling, or grammatical errors (up to 1 point for each).					
Final Score					/100 max

Judge's Code _____ Date _____

Judge's Comments

HUMAN RESOURCES SCENARIO

(HUMAN RESOURCES MANUAL MUST BE RECEIVED BY FEBRUARY 23)

Each Virtual Enterprise Company that has created a Human Resources Employee Manual is eligible to participate in this competition. The presentation team will be able to address an employee issue through the use of company policy using their Human Resources Employee Manual. Below are the guidelines for this competition.

Guidelines

- Each company will use the employee-developed Human Resources Employee Manual to address the scenario.
- The presentation team may consist of 1-3 student-employees.
- Each team will be given seven (7) minutes to discuss the selected scenario with three (3) minutes for a judges' question and answer period to follow for a total time of 10 minutes.
- Five copies of the student-employee produced Human Resources Employee Manual must be **received** by the date indicated above.
- No visual aide other than the Human Resources Employee Manual can be used.
- No electronic equipment may be used.
- Scoring will follow the rubric on the next page.
- The top five teams will receive awards.

Reminders:

- All companies must register by February 1.
- Possible scenarios will be sent to registered companies.
- Human Resources Employee Manuals must be **received** by February 23.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.
Mail manuals to:
Rhonda Doak
Advanced Technology Center
1800 College Crescent, H171
Virginia Beach, VA 23453

Human Resources Scenario		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Scenario Solution					
Required Components Included: <ul style="list-style-type: none"> • Human Resources Manuals provided for each judge • Human Resources Manual is used as the basis for and referenced for solution(s) presented • Involvement of employee and employer 	0	1 – 2	3 – 4	5	
Knowledge of Topic					
Understanding of issue/topic	0	1 – 7	8 – 14	14 – 20	
Flow and logic of response	0	1 – 5	6 – 10	11 – 15	
Quality of evidence	0	1 – 3	4 – 7	8 – 10	
Judges' Questions					
Demonstration of ability to effectively answer questions	0	1 – 3	4 – 7	8 – 10	
Accuracy and quality of answers	0	1 – 3	4 – 7	8 – 10	
Delivery					
Voice quality and diction	0	1 – 3	4 - 7	8 – 10	
Poise and professional appearance	0	1 – 4	5 – 7	8 – 10	
Self-confidence and persuasiveness	0	1 – 3	4 – 7	8 - 10	
Total Points					/ 100 max
Penalty Points: Deduct two (2) points for presentations over seven (7) minutes.					
Final Score					/100 max

Judge's Code _____ Date _____

Judge's Comments

JOB INTERVIEW
(FIVE COPIES OF THE COVER LETTER AND RESUME
MUST BE RECEIVED BY FEBRUARY 23)

This event is designed to stimulate interest and acquaint VE students with the employment procedures they will face when applying for a job. Each company may have one applicant apply for one of the posted jobs. (Job openings and particulars of the positions will be posted at www.vevirginia.org.)

Guidelines

- The applicant will submit a cover letter and resume for one of the posted positions by the deadline above. Each set of materials (cover letter and resume) should be submitted in a plain manila file folder labeled with the applicant's name and firm. The materials are to be the work of the student-employee who is the applicant. Applicant should review business letter and resume formats prior to preparing materials.
- The application materials will be evaluated according to the rubric on the next page.
- The cover letter should not exceed one page. The resume should not exceed two pages.
- Pages must be standard 8.5" by 11" paper with the font no smaller than 10 points. Pages must not be laminated or in sheet protectors. There can be no attachments nor pictures included with the application materials.
- The 20% of applicants that submits the best cover letters and resumes will be selected to completed a timed job application and participate in an interview at the Trade Fair. The interview time will be 10 minutes.
- If for any reason you are notified that you are scheduled for the job application and interview but are unable to participate, please notify Rhonda Doak immediately.
- The top five applicants will receive awards.

Reminders:

- All companies must register by February 1.
- All materials must be **received** no later than February 23. Please mail materials to:

Rhonda Doak
Advanced Technology Center
1800 College Crescent, H171
Virginia Beach, VA 23453

- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.

Job Interview		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Professional Presentation					
Professional appearance (meets dress code requirements)	0	1 – 3	4 – 7	8 – 10	
Proper greeting, introduction, and closing	0	1 – 3	4 – 7	8 – 10	
Poise, maturity, and attitude	0	1 – 3	4 – 7	8 – 10	
Self-confidence, initiative and assertiveness	0	1 – 3	4 – 7	8 – 10	
Interview					
Demonstrates the ability to understand and respond to interview questions	0	1 – 3	4 – 7	8 – 10	
Illustrates adequate qualifications for the posting	0	1 – 7	8-14	15-20	
Posses career knowledge about the position	0	1 – 3	4 – 7	8 – 10	
Justifies career plans	0	1 – 3	4 – 7	8 – 10	
Application Materials					
Correct grammar, punctuation, spelling, and acceptable business style.	0	1 – 5	6 – 10	11 – 15	
Total Points					/ 100 max
Penalty Points: Deduct five (5) points for failure to fully follow the guidelines					
Final Score					/100 max

Judge's Code _____ Date _____

Judge's Comments

PRINTED PRODUCT CATALOG

(FIVE COPIES OF THE CATALOG MUST BE RECEIVED BY FEBRUARY 23)

Without products and/or services to sell, no company can survive. The ability to produce an attractive printed catalog is paramount to the success of many businesses. The company catalog is a comprehensive catalog which showcases every product and/or service that the company offers.

Guidelines

- Each company will develop printed product catalog for their virtual business.
- The catalog is to be the work of the student-employees of the company.
- The catalog must be received by the deadline indicated above.
- The catalog will be evaluated according to the rubric on the next page.
- Pages must be standard 8.5" by 11" paper.
- The top five catalogs will receive awards.

Reminders:

- All companies must register by February 1.
- All catalogs must be **received** no later than February 23. Please mail catalogs to:

Rhonda Doak
Advanced Technology Center
1800 College Crescent, H171
Virginia Beach, VA 23453

- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.

Printed Product Catalog		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Required Components Included: <ul style="list-style-type: none"> • Page numbers • Prices • Order form • Company logo • Contact information: address, e-mail, phone and fax numbers 	0	1 – 7	8 – 14	14 - 20	
Organization and Efficiency: <ul style="list-style-type: none"> • Product presentation is attractive and appropriate • Catalog is very organized and user-friendly • Order form is organized and easy to use 	0	1 – 7	8 – 14	14 - 20	
Presentation, Art and Aesthetics: <ul style="list-style-type: none"> • Construction is appropriate and professional • Complexity of design and use of graphics • Uniqueness • Space utilization is maximized without compromising aesthetics • Layout and design is appropriate for product line 	0	1 – 7	8 – 14	14 – 20	
Copyright laws have been followed and permissions are cited.	0	1 – 3	4 – 7	8 – 10	
Format of Report					
Clear and concise presentation with logical arrangements of information	0	1 – 3	4 - 7	8 – 10	
Creativity in the project presentation	0	1 – 4	5 – 7	8 – 10	
Correct grammar, punctuation, spelling, and acceptable business style.	0	1 – 3	4 – 7	8 – 10	
Total Points					/ 100 max
Penalty Points: Deduction typographical, spelling, or grammatical errors (up to 1 point for each).					
Final Score					/100 max

Judge's Code _____ Date _____

Judge's Comments

SALESMANSHIP AT BOOTH

Each Virtual Enterprise Company is asked to sell their products and/or services at the Virginia Trade Fair. Each company will have the opportunity to sell in a statewide competition during the Trade Fair. Below are the guidelines for the competition.

Guidelines

- Each company will sell their products and/or services at their booth during the Trade Fair during the trading hours.
- All student-employees can participate in sales at the Trade Fair.
- Emphasis is placed on product/service knowledge, professionalism, customer service and attitude.
- Scoring will follow the rubric on the next page.
- The top five teams will receive awards.

Reminders:

- All companies must register by February 1.
- Confirm your participation in this event upon arrival at the Trade Fair.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.

Salesmanship at Booth		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Salesmanship					
Greeting <ul style="list-style-type: none"> Salespersons introduced themselves Greeting was strong, personable, welcoming 	0	1 – 3	4 – 7	8 - 10	
Qualification of Customer <ul style="list-style-type: none"> Salespersons asked questions to determine customer’s wants and needs. Questions were well stated and probing. 	0	1 – 7	8 – 14	14 – 20	
Presentation of Product <ul style="list-style-type: none"> Salesperson presented product/service based on information obtained in qualifying process. Outstanding product knowledge is evident. Catalog used effectively. 	0	1 – 7	8 – 14	14 - 20	
Overcome Objections <ul style="list-style-type: none"> Salesperson was able to overcome all customer objections. 	0	1 – 7	8 – 14	14 - 20	
Close the Sale <ul style="list-style-type: none"> Salesperson asked for the sale; it was completed using an order form. Order form was correctly completed. Payment procedures explained Sales receipt was provided 	0	1 – 5	6 – 10	11 - 15	
Professionalism					
Prepared to do business	0	1 – 2	3 – 4	5	
Poise and professional appearance	0	1 – 2	3 – 4	5	
Self-confidence and persuasiveness	0	1 – 2	3 – 4	5	
Total Points					/ 100 max
Final Score					/100 max

Judge’s Code _____ Date _____

Judge’s Comments

VIDEO COMMERCIAL (FIVE COPIES MUST BE RECEIVED BY FEBRUARY 23)

Advertising and marketing is the medium used to generate sales and sales is the revenue of all businesses. Many successful businesses create commercials as part of their marketing and advertising strategies.

Guidelines

- Each participating company will develop a commercial that is produced by the company's student-employees.
- The commercial can be no less than 30 seconds and no longer than one minute.
- Commercials may be submitted on CD or DVD which must be labeled with the firm name and school name. (**Please be sure that EACH CD/DVD is labeled with the firm and school names.**)
- The commercial must be received by the deadline indicated above.
- The commercial will be evaluated following the rubric on the next page.
- The top five commercials will receive awards.

Reminders:

- All companies must register by February 1.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.
- The commercial must be **received** no later than February 23. Please mail submissions to:

Rhonda Doak
Advanced Technology Center
1800 College Crescent, H171
Virginia Beach, VA 23453

Video Commercial		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Elements included in commercial are suitable, appropriate, and directed towards a specific audience.	0	1 – 7	8 – 14	15 – 20	
Copyright laws have been followed and permissions are cited.	0	1 – 7	8 – 14	15 – 20	
Presentation is clear and concise and achieves its purpose (i.e., public awareness, sell products/services, etc.).	0	1 – 7	8 – 14	15 – 20	
Effective use of technology is demonstrated.	0	1 – 7	8 – 14	15 – 20	
Proper use of grammar, spelling, punctuation, etc. is applied.	0	1 – 3	4 – 7	8 – 10	
Presentation					
Commercial includes an effective opening, body, and conclusion.	0	1 – 7	8 – 14	15 – 20	
Transitions are effective and appealing.	0	1 – 5	6 – 10	11 – 15	
Audio and visual elements are coordinated and complimentary.	0	1 – 5	6 – 10	11 – 15	
Audio editing <ul style="list-style-type: none"> • Good quality • Appropriate volume 	0	1 – 5	6 – 10	11 – 15	
Proper use of video technology <ul style="list-style-type: none"> • Video uses multiple camera angles. • Video is smooth and steady. • Video is in focus. 	0	1 – 5	6 – 10	11 – 15	
Titles and graphics enhance overall quality or presentation.	0	1 – 5	6 – 10	11 – 15	
Commercial is effective at motivating audience to action.	0	1 – 5	6 – 10	11 – 15	
Total Points					/200 max
Time Penalty: Deduct two (2) points for commercial less than 30 seconds or over 1 minute.					
Final Score					/200 max

Judge's Code _____ Date _____

Judge's Comments

WEB SITE DESIGN (URL MUST BE RECEIVED VIA E-MAIL BY FEBRUARY 23)

Much of the success of Virtual Enterprise firms is dependant upon their Internet presence. Part of running a business in today's market place requires that it have a web site. This competition allows Virtual Enterprise firms to highlight their products and services via the Internet.

Guidelines

- Each company will develop a Web Site for their virtual business.
- The web site is to be the work of the student-employees of the company.
- The URL must be received, via e-mail, by the deadline indicated above.
- The web sites must be online and active by the deadline above. After that date, no changes should be made to the site.
- The web site will be evaluated following the rubric on the next page.
- The top five web sites will receive awards.

Reminders:

- All companies must register by February 1.
- If you have questions or concerns, e-mail Rhonda Doak: Rhonda.doak@vbschools.com.
- The URL must be **received** no later than February 23.
- Please e-mail the URL to: Rhonda.doak@vbschools.com.

Web Site Design		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Layout and Design					
Fonts, colors, and graphics enhance aesthetic appeal	0	1 – 3	4 – 7	8 – 10	
Format is consistent and appropriate	0	1 – 2	3 – 4	5	
Graphic design shows creativity, originality, and is appropriate for product(s) and service(s) being sold.	0	1 – 3	4 – 7	8 - 10	
If used, enhancements support the sales of the products/services and doesn't detract from the overall site (i.e., streaming video/audio; Flash; JavaScript)	0	1 – 2	3 – 4	5	
Site Navigation					
All links are functional.	0	1 – 2	3 – 4	5	
Links are consistent and support the intent of the site.	0	1 – 2	3 – 4	5	
Navigational scheme is logical and effective.	0	1 – 2	3 – 4	5	
Content					
Effectiveness of site	0	1 – 3	4 – 7	8 – 10	
Ordering of products and services is user-friendly.	0	1 – 3	4 – 7	8 - 10	
Products and/or services and prices are clearly identified.	0	1 – 2	3 – 4	5	
Site fully and effectively developed.	0	1 – 2	3 – 4	5	
Technical					
Site demonstrates proper use of grammar, spelling, punctuation, etc.	0	1 - 3	4 - 7	8 – 10	
VE disclaimer is included.	0	1 – 2	3 – 4	5	
Copyright laws have been followed; permissions are cited on the Web site; and the use of templates must be identified at the bottom of the home page.	0	1 – 3	4 – 7	8 - 10	
Total Points					/100 max

Judge's Code _____ Date _____

Judge's Comments