Sayre Future Business Leaders of America

WILLIAMS HONDA

Sayre Area High School
Pennsylvania
Partnership with Business
2010-2011
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Introduction

Background of the Partnership

Sayre Area High School FBLA’s partnership with Williams Honda began when Sayre FBLA officers approached representatives from Williams Honda, seeking to collaborate with Williams Honda on a project throughout the school year. The Williams Honda representatives then offered the Sayre FBLA chapter the chance to compete against its cross town rival, Athens FBLA, in a grassroots marketing competition to create a marketing campaign for a vehicle. The Sayre FBLA chapter established a marketing campaign for the Honda Fit, while the Athens FBLA chapter generated a marketing campaign for the Toyota Scion. Over the course of the school year, the FBLA chapters held events to market their respective vehicles.

Because of the name of the Sayre FBLA chapter’s vehicle, the Honda Fit, Sayre FBLA members decided to create the Honda Spring Fling. The Honda Spring Fling consisted of a spaghetti dinner and 5k race, with the spaghetti dinner being hosted the evening before the race. The Sayre FBLA officers believed a spaghetti dinner and 5k race would be a great way to market the Honda Fit because it allowed community members to “Get fit with Honda Fit”. Throughout the course of the marketing campaign, FBLA members learned a lot about grassroots marketing by dividing into committees to organize the spaghetti dinner, 5k race, and advertising campaign. By organizing these events, the partnership with Williams Honda gave members the opportunity to participate in a marketing project in which they were able to gain real world business experience.
Introduction

Grassroots Marketing

Webster’s New World Dictionary defines grassroots as “the common people” and grassroots marketing is meant to target the common audience. Through further research we discovered that grassroots marketing delivers messages to people where they live, work and rest. These messages can be delivered through direct and indirect communication. Examples of grassroots marketing are free merchandise, business logos on everyday items, displays, blogging, fliers, and simply word of mouth.

Our product was the Honda Fit; a vehicle made with the environment in mind. It receives 35 highway miles per gallon. Because the Honda Fit is an environmentally conscious vehicle, we decided to target audience that cares about the health of the environment and their own health. Sayre FBLA officers then created the idea of a 5k race and a spaghetti dinner. The Spaghetti dinner would not only allow runners to fuel up on carbohydrates before the race, but it would also give FBLA an opportunity to advertise to those who did not want to participate in the 5k race.

Once members decided on the events, they needed to put to work true grassroots marketing concepts. They would do this by wearing t-shirts with the Honda logo the day of the dinner and race, as well as selling the shirts to community members and giving them to race participants. This allowed them the constant reminder of our purpose whenever they wore the t-shirt in the future. The Williams Honda logo was also printed on items like water bottles and hats, which were given away free at the events. We had a Honda Fit vehicle on site in order to give our audience direct contact with our product. This allowed the audience to create their own opinion and potentially generate another source of advertisement, word of mouth.

Sayre FBLA was able to market the Honda Fit by encouraging what our product stands for; economic, environmental, and health awareness. We successfully did this by allowing community members to “get fit with Honda Fit”. We chose an audience that held the same ideals as the Honda Fit manufacturers held when they created this car. Throughout the events we were able to use grassroots marketing techniques to advertise our product, the Honda Fit.
Partnership Goals

Through the partnership with Williams Honda, Sayre FBLA was able to provide its members with many opportunities to excel. The goals of the partnership were to promote the involvement of all members and allow members to learn the concept of grassroots marketing. Sayre FBLA decided to organize community events for its Honda Fit marketing campaign in order to win the grassroots marketing competition against Athens and raise money for a local charity, Penn-York Habitat for Humanity. The winning FBLA chapter of the grassroots marketing competition would receive funding from Williams Honda, as $2,500 would be given to the first place chapter and $2,000 to the second place chapter. The following goals were set to be accomplished through this partnership:

- 100% member involvement in the partnership
- Facilitate the transition from FBLA, a high school organization, to real life business experience
- Learn marketing techniques, especially in grassroots marketing
- Create more interest and understanding of American business enterprise
- Raise money for Habitat for Humanity
- Use only local businesses and no large corporations for donations and supplies
- Win money for the Sayre FBLA chapter through a competition that would benefit the community
- Inform members about marketing and advertisement careers
- Increase member opportunities for community service
- Increase the capability for members to manage their time efficiently
- Assure that all members have a beneficial interaction with Williams Honda employees

Honda Spring Fling Volunteers
Planning Partnership Activities

The planning of the partnership activities began when the Sayre FBLA officers, along with advisors Mr. Selleck and Mrs. Cole, met in November of 2009 with the general manager of Williams Honda, Kevin Horn. Mr. Horn explained the rules and regulations of the grassroots marketing competition and challenged Sayre FBLA to create a better campaign than the neighboring Athens chapter would create. Williams Honda also gave the Sayre FBLA chapter a budget of $2,000 to fund its marketing campaign. Mr. Horn explained that the winning chapter would receive funding from Williams Honda at the end of the competition. The competing chapters would be judged on the overall success of their marketing campaigns.

The Sayre FBLA officers decided to organize a grassroots marketing campaign that would consist of two community events, a spaghetti dinner and 5k race, to market the Honda Fit and raise money for Penn-York Habitat for Humanity, a local non-profit organization. At the next FBLA general meeting, FBLA officers explained the partnership rules and regulations to the entire FBLA chapter. The Sayre FBLA chapter decided to divide into advertising, t-shirt, spaghetti dinner, and 5k race committees.

Advertising Committee

Sarah Hurley was chosen as the committee chairperson for the advertising committee. This committee advertised the Honda Spring Fling in various media. The committee placed advertisements on local radio stations (Appendix A) and wrote advertisements that were placed in The Morning Times (Appendix B), a newspaper that serves the Sayre area. One of this committee’s biggest projects was creating a commercial that was placed on WETM, a local television station. With help from the Williams Honda representatives, the Sayre FBLA chapter wrote a script for the commercial (Appendix C). The commercial was filmed at the Sayre Area High School. It included students running on the high school track then entering the school with a Honda Fit in the background of the shot. It prompted viewers to attend the Honda Spring Fling spaghetti dinner and 5k race.
Development

T-shirt Committee

The Sayre FBLA officers decided to create Honda logo t-shirts to use as a grassroots marketing tool in the Honda Spring Fling. Sayre Area High School junior, Elizabeth Higley, was the t-shirt committee chairperson. She led the committee in researching t-shirt prices at local graphic printing stores. The t-shirts would be purchased using the budget Williams Honda provided for Sayre FBLA. Once the committee decided to purchase t-shirts from WJ Graphics, the members asked the store to create a logo for the Honda Spring Fling. The t-shirts were worn by Sayre FBLA members at the spaghetti dinner and 5k race. Sayre FBLA also sold the t-shirts at the spaghetti dinner and 5k race to members of the community who wished to purchase them.

Spaghetti Dinner Committee

The spaghetti dinner committee was led by FBLA member Amber Polloxo. This committee was in charge of determining the location of the dinner, securing donations of food, and assigning jobs to the volunteers who worked the dinner. The committee decided to hold the dinner in the school cafeteria on April 16, 2010. Thanks to the help of Mrs. Lisa Rockwell, a Williams Honda representative, the committee was able to receive a very generous donation of pasta, sauce, meat, and bread from the local Dandy Mini Mart. The prices established for the event were $3 for people ages 13 years and younger and $5 for those 14 years and older. All proceeds raised from the spaghetti dinner were donated to the local Habitat for Humanity chapter.
5k Race Committee

The 5k race committee was led by Alex Middlebrook. This committee was in charge of every aspect of the race, including the following:

- Creating registration forms (Appendix J)
- Designing the race route
- Determining registration fees
- Creating a contract for the Sayre Borough to sign to be able to use and close the streets for the race (Appendix F)
- Booking Greater Valley EMS for the day of the race
- Having water available for race participants
- Securing a timing system for the race.
- Generating the race slogan, “Get Fit with Honda”

The registration fees were $10 for individuals and $20 for a group of four people. The committee then decided on an appropriate date of the race. The committee referred to the Sayre Area School District calendar for a day that would not conflict with sporting events, dances, or other school activities. This committee also took note of the community calendar to avoid other major events or races in the community. Committee members decided to hold the race on April 17, 2010, as they found no conflicts for that day on the school’s master schedule or the community calendar.

Roles of Business Leaders and Chapter Members

Roles of Business Leaders

The business leaders involved in this partnership had numerous responsibilities. They provided Sayre FBLA with a budget, rules, regulations, and tips on how to make the marketing campaign successful. Employees of Williams Honda held meetings with FBLA members to discuss marketing ideas and plans, inform members of guidelines for effective marketing techniques, and give them tips on what to do and what not to do throughout the campaign. Business leaders had the most direct contact and communication with members elected as committee chairpersons. Williams Honda representatives met weekly with committee chairpersons, who then relayed information to chapter members, thus improving campaign planning. There was some debate between chairpersons and business leaders on marketing ideas, but, similarly to actual businesses, FBLA members and business leaders worked together to resolve all issues, making the campaign very successful.
Roles of Chapter Members

Each chapter member had to possess many qualities of a business leader in order to make the grassroots marketing campaign successful. Throughout this partnership, it was necessary that each chapter member use time management skills along with flexibility. They had to plan accordingly with the business leaders to develop ideas for the campaign and to meet tight schedules and deadlines. Once the Honda Spring Fling events were decided upon, it was up to chapter members to divide into committees that would allow each member to be actively involved. Members were assigned different jobs and were expected to follow through as a business leader would. Members worked together to design t-shirts, plan table arrangements for the dinner, advertise, and complete tasks on the days of the events. Each role was equally important to the success of Sayre FBLA’s partnership with Williams Honda. How efficiently and effectively each job was completed determined the success of the grassroots marketing campaign.
Implementation

Activities Implemented to Learn Business Operations

Advertisement

The advertising committee was established to advertise the Honda Spring Fling and Honda Fit. Under the leadership of Sarah Hurley, the committee made a radio commercial (Appendix C) that was broadcasted on several local radio stations, advertising the Honda Spring Fling. The committee also created an ad that was placed in The Morning Times, The Daily Review, and The Star Gazette (Appendix B), three local newspapers. One of the biggest projects this committee conducted was creating a commercial that was shown on WETM. The committee members wrote a script (Appendix A) with help from Williams Honda, and the commercial was filmed at Sayre Area High School. In the commercial, students ran on the track, advertising the 5k race. It also showed students entering the school for the spaghetti dinner with a Honda Fit parked on the sidewalk near the school entrance. The television commercial was created to advertise the Honda Spring Fling, and entice community members to participate in the events.

Members of the advertising committee learned a great deal of information about marketing and advertising. For instance, members learned about various media that can be used in advertising. They also learned how to create advertisements that included all of the necessary information for an event while keeping the message concise so as to not waste money on unnecessary space in a newspaper or time in a television commercial. Members had to communicate with the radio station, newspaper editor, and television station in order for the marketing campaign to be successful. The communication needed to be in proper business format. The members learned how to organize a commercial and write a script, an experience not many high school students get the opportunity to have. The advertising committee also had to consider their budget when deciding the timing and frequency of advertisements. Without learning these important advertisement skills, the grassroots marketing campaign for the Honda Fit would not have been successful.
Implementation

T-shirt

The t-shirt committee was established to design and purchase t-shirts to be worn and sold to advertise the Honda Spring Fling and Honda Fit. Sayre FBLA decided to create and sell t-shirts because t-shirts are great marketing items, as people advertise a company every time they wear the company’s t-shirt. Elizabeth Higley, the committee chairperson, led her committee in researching prices at local graphic printing stores. Once the committee decided to purchase the t-shirts from WJ Graphics, they collaborated with WJ Graphics to design the logo on the shirts. After altering the logo many times, the committee finally decided on one that included the campaign slogan, “Get Fit with Honda,” the official Honda logo, and the silhouette of a runner. The t-shirts were worn by volunteers who worked the spaghetti dinner and 5k race. They were also available for purchase at the spaghetti dinner and 5k race.

The main purpose of creating t-shirts was to strengthen Sayre FBLA’s grassroots marketing campaign. With the Honda logo and 5k race printed on the shirts, the patrons of the spaghetti dinner and race knew the events were held to advertise Williams Honda and the Honda Fit. Throughout the designing and printing process of the t-shirts, the committee members learned important business lessons. They learned how to work together as a team to complete a project, which was done successfully. They also had to work with WJ Graphics throughout the design process to approve the logo and then purchase the shirts from the local business. While working with WJ Graphics, the t-shirt committee had to compromise and redesign the t-shirts in order to fit the budget. The t-shirt campaign helped make this partnership a success.

Spaghetti Dinner

Once the theme for Sayre FBLA’s marketing campaign was set, a spaghetti dinner and 5k race were scheduled to advertise the Honda Fit. The spaghetti dinner was scheduled for April 16, 2010. A committee, led by senior FBLA member Amber Pollox, was established to organize the spaghetti dinner. The committee decided to hold the dinner in the Sayre Area High School cafeteria. With the help of Mrs. Rockwell from Williams Honda, Sayre FBLA received a generous donation of pasta, sauce, meat, and bread from Dandy Mini
Implementation

Mart, a local business. The spaghetti dinner was successful because of the FBLA members who volunteered their time to organize and work the dinner. The school’s food service employees offered their time to prepare and cook the food, while FBLA members set up the facilities, seated the patrons, served the food, and cleaned the tables and kitchen afterwards.

Throughout the planning and execution of the spaghetti dinner, FBLA members learned many important business operations. FBLA members had to seek the school’s approval to hold an event in the school after school hours. This involved filing a building permit. Members also had to acquire a donation of food to be served during the dinner. This involved preparing a letter in proper business format to ask Dandy Mini Mart and other local businesses for donations. Additionally members determined pricing for the dinner — $3 for 13 years old or younger and $5 for 14 and older. Tickets for the spaghetti dinner included the patron’s name, address, and phone number on the back and were given to Williams Honda for their mailing database (Appendix G). Through these tickets, Williams Honda benefitted directly from the spaghetti dinner. Lastly, FBLA members had to set up a schedule, designating specific jobs and times for each volunteer who worked at the dinner. Without these important steps, the dinner would not have run smoothly.

5k Race

The Honda Spring Fling 5k was scheduled for April 17, 2010, the day after the spaghetti dinner. The 5k committee, led by junior FBLA member Alex Middlebrook, organized every aspect of the 5k race. This committee was very busy as members had to create registration forms, determine the race route, decide upon a registration fee, write a contract for the Sayre Borough Council to sign, book Greater Valley EMS, and secure a timing system. The route chosen is used annually for the local Turkey Trot (Appendix H). By choosing this route, the committee members were guaranteed a route that was exactly 5 kilometers and one many participants would already be familiar with. Next, the members determined the pricing for the race. They decided to charge $10 for individuals and $20 for a group of four participants. The committee then asked Randy Felt,
Implementation

the Sayre cross country coach, if Sayre FBLA could use the cross country team’s clock to time the Honda Spring Fling 5k. He agreed, and the clock was utilized on the race day. On the morning of the race, all volunteers arrived well before the start of the race to set up registration, t-shirt tables, and water stands throughout the course. With the help of Williams Honda employees, everything was set up with ample time left before the race. All people in attendance were given the opportunity to have a free blood pressure screening by local nurses near the registration table. Community members were also able to check out a Honda Fit that was onsite at the event. By having the vehicle Sayre FBLA was marketing onsite, potential Honda customers were able to view a vehicle they may be interested in buying. The Honda logo t-shirts were available for purchase, and there were free giveaways, including Honda logo water bottles and baseball caps. These giveaways served as yet another marketing tool. After the race, prizes were awarded to the top male and female finishers. These prizes consisted of trophies donated by Williams Honda.

By planning and holding the Honda Spring Fling 5k, FBLA members gained knowledge of important business operations. Members had to write a contract to hold the race on the streets of Sayre, which required the approval of the Sayre Borough Council. They also had to reserve an ambulance from the Greater Valley EMS to have on-site for the race in case any accidents occurred. Every part of the organization process taught FBLA members important business and life skills.

Involvement Level from Business Leaders

During the implementation of our campaign project activities, business leaders from Williams Honda wanted FBLA members to gain real world business experience. They allowed members to gain this experience by only providing a limited amount of their support and guidance during the events. At the Honda Spring Fling events, business leaders left the majority of tasks for members to complete, but they attended both the spaghetti dinner and 5k race to be of assistance if needed.

Committee chairperson, Elizabeth Higley, meets with a Williams Honda representative

Sayre Area High School FBLA

Partnership with Business
Implementation

Roles of Business Leaders and Chapter Members

Roles of Business Leaders

During the Honda Spring Fling, representatives from Williams Honda attended the spaghetti dinner and purchased tickets to eat at the dinner. The business leaders present also provided members with a few suggestions on how to run the dinner, but it was mainly a student-run event. During the 5k race, business leaders limited their assistance to setting up the water station in the middle of the race route and helping to distribute water to the race participants. Honda representatives wanted to be sure that Sayre FBLA members could handle the various jobs that it took to complete the marketing campaign.

Roles of Chapter Members

Participation from FBLA members at the spaghetti dinner and 5k race events was great. Members did all of the necessary tasks at these events. During the spaghetti dinner, members set up tables and chairs, organized seating, served the food, and cleaned the facilities without the help of the business leaders. At the 5k race, members also handled the majority of jobs, including registering participants, selling t-shirts, giving away free Honda merchandise, and distributing water. By completing tasks and jobs without the help of business leaders, FBLA members gained more real world business experience.
Results

Concepts Learned and the Impact of the Project

Results of the Competition

After both Sayre FBLA and Athens FBLA completed their marketing campaigns, a meeting was held between the two chapters, Williams representatives, and school administrators. Both chapters had the opportunity to present their campaign results in a business presentation. When the presentations were finished, the business leaders declared a tie between the two competing chapters, and both received a prize of $2,250 to go towards chapter funds. The tie was declared to teach FBLA members that the grassroots marketing competition was not about beating a cross town rival — it was about gaining real world business experience and learning important business concepts.

Concepts Learned

Members of the Sayre FBLA chapter gained an array of knowledge by participating in the partnership with Williams Honda. One of the most important concepts members learned was teamwork, as everyone involved in the marketing campaign, including FBLA members, advisors, and Williams Honda business leaders, had to work together as a team in order to make the campaign successful. The partnership taught members to be compromising, responsible, and dependable individuals.

Sayre FBLA members also learned how to create a grassroots marketing campaign. Many members did not have any experience in grassroots marketing, and the partnership with Williams Honda was a great opportunity for them to gain experience in marketing, as it is an important part of any career. Members learned how to create advertisements for local newspapers, radio stations, and television stations. Sayre FBLA members also learned a lot about grassroots marketing. They learned that grassroots marketing campaigns are conducted on a local and personal level. By participating in this partnership, members were able to interact with community members during the Honda Spring Fling in order to market the Honda Fit. By directly interacting with potential Honda customers, FBLA members were able to create relationships with future customers on a personal level.

Members of the Sayre FBLA also learned valuable organizational skills. In order for any business to run smoothly, there needs to be organization and communication. Organization was also needed to make...
Results

partnership with Williams Honda successful. Sayre FBLA stayed organized by dividing into committees, with a chairperson in charge of each committee. The committees met during general FBLA meetings and also during after-school sessions in order to complete all of their tasks. The committee chairpersons regularly met with the business leaders to discuss any issues that arose. A great amount of organization was needed to create a successful marketing campaign for the Honda Fit.

Other various business concepts were learned throughout the partnership with Williams Honda. Members learned how to communicate with adults on a professional level, as they had to work with many business leaders in the community. Members also learned how to obtain building permits and create borough contracts in order to host the spaghetti dinner and 5k race. Finally, members learned how to create business presentations, as they had to present their ideas in various formats to the business leaders they worked with.

Impact of the Project

The Sayre FBLA’s partnership with Williams Honda affected many members of the community. First, all Sayre FBLA members benefitted directly from the partnership as they learned many important business concepts. Besides learning important business concepts, FBLA members learned the importance of interacting with community members and giving back to the community. Because Sayre FBLA conducted a grassroots marketing campaign, chapter members were able to witness how Sayre residents benefitted from the spaghetti dinner and 5k race. Community members who participated in either event of the Honda Spring Fling were able to “Get fit with Honda Fit”. They could purchase tickets for a delicious meal and then burn all of the calories they had consumed in a 5k race the next morning. Sayre FBLA chapter members also learned the importance of helping a non-profit organization, as the spaghetti dinner and 5k race proceeds were given to the local Habitat for Humanity chapter. This organization helps families who are in need of a home, build and purchase a house. In order for this organization to help local families, it needs financial support from community members. The Sayre FBLA’s partnership with Williams Honda greatly benefitted Habitat for Humanity by raising $4,000.

Sayre Area High School FBLA

Presentation of check to Habitat for Humanity

Partnership with Business
Results

Degree of Involvement

Chapter Members

Each FBLA member involved in the partnership had a concrete understanding of their duties as a Sayre Future Business Leader. All members set forth with a goal of success and used their leadership and organizational skills to achieve their goal. Committee members met for an hour every other week to create a plan that would help organize the events. Each committee consisted of a group of students ready to go above and beyond the requirements.

Advertisement

The advertising committee was of great importance to the turnout of the spaghetti dinner and 5k race. The six members on this committee had to utilize their marketing skills to create radio advertisements, newspaper articles, and a television commercial. This required a great amount of business communication, along with the successful design of each advertisement.

T-shirt

The t-shirt committee was established to provide another source of grassroots marketing for the Honda Spring Fling and Honda Fit. This was done successfully through the teamwork of the committee and communication with WJ graphics. The members had to agree on a design that would advertise both the Honda Spring Fling and the partnership with Williams Honda. Members also decided to sell the Honda logo t-shirts at the spaghetti dinner and 5k race, which proved highly profitable and served as a great marketing technique.

Spaghetti dinner

This committee was responsible for every part of organizing a tasty spaghetti dinner. They asked local businesses for generous donations of pasta, sauce, meat, and bread. This committee included the eleven members who helped to set up dinner tables and serve meals to the patrons. These members had direct interaction with each patron and learned important business skills in customer relations.
Results

5k Race

The 5k race committee was the largest committee in this partnership, as it consisted of fifteen members. Each member was able to learn important skills that are required in becoming a successful business leader. The members had to create contracts, design a race route, and secure a timing system, all of which involved direct contact with business and community leaders. This type of interaction and organizational skill will help to aid chapter members in future affairs as business leaders.

Business Leaders

The Williams Honda business leaders were instrumental in making the partnership with Sayre FBLA successful. They taught Sayre FBLA members valuable business skills that the members can use in their future careers. They offered their guidance in organizing the events during one hour meetings.

Advertisement

The business leaders helped the advertising committee write a script for a commercial to advertise the spaghetti dinner and 5k race. They gave Sayre FBLA members the basic idea of what was to be included in each advertisement and then stood by as members completed the campaign independently.

T-shirt

The business leaders guided chapter members in what was to be included on the t-shirts and allowed the chapter members to collaborate with WJ Graphics to create a design. They guided the members through each proposal and helped to choose the design that portrayed the message the best.

Spaghetti Dinner

During meetings with the spaghetti dinner committee chairperson, business leaders gave suggestions on how to organize the spaghetti dinner. At the spaghetti dinner, business leaders gave a few tips on how to run the dinner and then enjoyed the delicious spaghetti. Sayre FBLA’s leadership and organizational skills reduced the amount of responsibilities for the business leaders and helped to make a strong partnership.

Sayre Area High School FBLA
Results

5k Race

The business leaders wanted Sayre FBLA members to gain as much experience as they could, so they took on a supervising role at the 5k race. They met with this committee for an hour every other week to discuss their plan and gave any needed critique. The business leaders also helped to set up the water stand the 5k race and distributed water to the participants.

Proof of Publicity

Spaghetti Dinner

The advertising committee advertised this marketing event through the use of flyers and posters posted throughout the high school (Appendix I). Also, the committee members put announcements on during the high school’s morning announcements to inform students and faculty about the event. Additionally, there were radio, newspaper, and television advertisements created by members (shown in Appendices B, D, and E).

5k Race

The advertising committee advertised the race through the television commercial and the newspaper and radio advertisements created by committee members. Flyers and posters were also created for this event and posted around the high school and community. E-mails were sent out to students and faculty informing them about the event and encouraging them to participate. Announcements were made during morning announcements for this event also.

Grassroots Marketing Competition

An article was placed in local newspapers about the partnership between Sayre FBLA and Williams Honda (Appendix K). The article included information about the events the Sayre and Athens FBLA chapters conducted during their grassroots marketing campaigns. It also gave the results of the competition.
Appendices

5k Race and Spaghetti Dinner Radio Advertisement Script

Get Fit and keep your health insight with the Sayre FBLA and Williams Honda at the Honda Spring Fling. Keep your appetite Insight with a spaghetti dinner Friday, April 16th at the Sayre HS cafeteria from 5-8PM. Then Get Fit by running in the 5K run Saturday April 17th at 10am starting at the Sayre Theater. Register online now williamshonda.net or williamsautogroup.com. All proceeds benefit Habitat for Humanity. Go online and register today!
5k Race and Spaghetti Dinner Commercial Script

Commercial begins.

Scene 1: Runners stretching on Sayre High School track

Narrator: Get Fit and keep your health Insight with the Sayre FBLA and Williams Honda at the Honda Spring Fling.

Scene 2: Runners entering Sayre High School

Narrator: Keep your appetites Insight with a spaghetti dinner Friday April, 16 at the Sayre High School Cafeteria from 5-8 p.m.

Scene 3: Runners lining up on the high school track

Narrator: Then, get Fit by running in the 5k run Saturday April, 17 at 10 a.m. starting at the Sayre Theatre. Register online now at WilliamsHonda.net or WilliamsAutoGroup.com. All proceeds benefit Habitat for Humanity. So, go online and register today.
Appendices

5k Race and Spaghetti Dinner Newspaper Advertisement

Sayre FBLA

Spring Fling

Get Fit
Keep your health
Insight
with Sayre FBLA &

WILLIAMS HONDA

at the Honda Spring Fling

Spaghetti Dinner - Friday, April 16th Sayre HS Cafeteria 5-8pm (Take out Available-Containers Supplied)
5K Run - Saturday, April 17th starting at the Sayre Theatre - 10am
Registration starting at 8am $10 - Single $20 - Family( up to four people)
Pre-Register online now www.williamshonda.net or www.williamsautogroup.com

All Proceeds Benefit Habitat for Humanity

For more information call 570-388-6622 ext. 2128 or email scsibleak@saysd.org

Appendix B
Appendices

Marketing Campaign Newspaper Articles

Sayre FBLA plans dinner and 5K

BY BRIAN BISHOP
STAFF WRITER

SAYRE — As part of a competition with the Athens and Sayre high school FBLA clubs, the Sayre High School FBLA is planning a 5K run and a spaghetti dinner.

The events are sponsored by Williams Honda, according to Sayre FBLA President Lizzelle Crewe, and proceeds from both events are going to Peninsula Chapter of Habitat for Humanity.

Each school was charged with marketing vehicles as part of the challenge, Crewe said, with the Sayre team being responsible for marketing the Honda Fit and Honda Insight.

The Athens team was responsible for marketing Williams Sorento and held an event titled "Sounds of Sctx" last week at Tison's Conoco.

The dinner will be held from 6 to 8 p.m. on April 18 at the Sayre High School Cafeteria. The cost is $3 for children ages 13 and younger and $5 for people ages 14 and older. Crewe said, takeouts will be available.

The 5K race is scheduled for April 17, with registration starting at 8 a.m. and a race start of 10 a.m., Crewe said. The race will start in front of the Sayre Theatre, with a registration fee of $10 for individuals and $20 for a group of four people.

The first 200 people who come to register on the race day will receive a free T-shirt, she said, and pre- registration is available online at williamsponds.net.

The FBLA students have been working on the project since November, Crewe said, and it has taught the students a lot about business procedures and business applications in the real world. The two clubs will be judged on which had the more effective marketing, Crewe said.

Brian Bishop can be reached at (315) 686-6582 or e-mail: bishop@thedailysreview.com.

A helping hand for Habitat for Humanity

The Sayre Future Business Leaders of America (FBLA) recently teamed up with Williams Honda to help fund the Penn-Ohio Habitat for Humanity. From left are Derek Seifert, FBLA advisor, Elizabeth Higley, FBLA student Amber Politi and Lizzelle Crewe. Michael Weissl of its Penn- Ohio Habitat for Humanity and Superintendents Dean Woodman, Brad Lister and Kevin Hinon of Williams Honda. The FBLA raised $5,000 towards the cause, which Williams matched. Weissl said the funds will go towards Humanity's new initiative, "A Brush with Kindness," which helps with expenses for small-scale home repairs.

CANTON TOWNSHIP

Former Paper Magic building sold

BY ERIC SCHICK
NEWS WRITER

The old Paper Magic building in Canton Township was recently sold to the Central Bradford Property Authority in Towanda, and Paper Magic wanted to "get out of the mortgage," said the Steppens, who bought it for the purpose of continuing to lease it to Paper Magic.

The Steppens plan to use the building for a new business or to continue leasing it to Paper Magic. Ben Steppen of Williamsport, the father of Karen and Brad Steppen, said the site has about 15,000 square feet, and he said they use "everything, especially everything about how to run the deal." Authorities to get permits from someone at the Canton Shop who has permission. Authorities to get permits from someone at the Canton Shop who has permission. Authorities to get permits from someone at the Canton Shop who has permission. Authorities to get permits from someone at the Canton Shop who has permission. Authorities to get permits from someone at the Canton Shop who has permission. Authorities to get permits from someone at the Canton Shop who has permission.

And they're off!

Runners take off in the recent "Honda Spring Fling" held in Sayre.

Appendix D
Appendices

Marketing Campaign Newspaper Articles

Future leaders learn about business

Hands-on experience gives students a lesson on life in the real world

By USA R. HOWERER
Morning Times, Society editor

SAYRE - Students from the Sayre and Athens High School Future Business Leaders of America received hands-on business experience this school year through an initiative sponsored by Williams Auto Group.

It was an effort that Kevin Horn, general manager of William Auto Group, said he hoped taught the students some tough, yet fun, lessons and one he hopes to duplicate in future school years.

Students in both groups worked on separate events aimed at gaining business experience, and also at promoting vehicles being sold by Williams Scion and Williams Honda.

Planning the events was not easy, students from both schools said, but the lesson learned through the process was immeasurable.

Both chapters were awarded a donation to their chapter for their efforts, in addition to Williams Auto donating $2,000 to the York Habitat for Humanity to match the $2,000 raised by the Sayre High FBLA chapter.

The Sayre FBLA planned an event called “The Sounds of Science” which involved a day-long battle of the bands and an evening hip-hop concert. Both events also highlighted and promoted car brand currently being offered by Williams Auto.

SAYRE’s project was to promote two separate eco-friendly vehicles, which is one reason they organized a 5K race and used their project to bring awareness to environmentally friendly efforts.

Presentations were made on Monday at the Denny Mid-Man headquarters in Sayre by both groups. Six students from each FBLA made the presentations. Each group presented representatives of Williams Auto to the students.

“Williams Auto with the benefits of the project; the difficulties they had to overcome, examples of how they could have done things better, and constructive criticism of Williams Auto representatives. After the presentations, Horn said he was pleased with the constructive criticism the students offered concerning themselves and the Williams Auto officers. He was also glad that some of the students disagreed the challenges they faced. They were challenges Williams Auto wanted the students to experience.”

Kevin Horn, general manager

Sayre FBLA, Williams Honda donate $4K to Habitat for Humanity

by USA R. HOWERER
Morning Times, Society editor

SAYRE - Students from the Sayre Future Business Leaders of America presented a check for $4,000 to the York Habitat for Humanity by Thursday.

The Sayre FBLA Chapter raised $2,000 during the “Hondas Spring Flings” in March and Williams Honda matched the donation.

The event, which included a spaghetti dinner and a 5K run and walk also included modeling two Honda vehicles.

Students with the Athens High School FBLA also participated in a similar event with Williams Toyota and the Scion brand.

Students will be judged on the meeting of the event’s organization and the number of guests that were drawn to the event. Each group was provided with $3,000 from Williams for completing the event and then the highest score for the event will receive a $500 bonus for their donation.

A presentation on both events will be held at the end of the week by the FBLA groups.

Michael Vitiello, of the York Habitat for Humanity said the donation will help support the volunteer service organization’s new initiative “Raising a House,” which is aimed at helping to rehabilitate existing homes to help with efficiency.

Small homes will be considered first for the program and home repairs will be among the projects included.

“Raising a House” is an outgrowth of “Raising a Roof” with Habitat for Humanity.

Appendix E

Sayre Area High School FBLA

Partnership with Business
E-Mail Approving Request to Host

From: D. M. Jarrett [dmjarrett@stny.rr.com]
Sent: Friday, March 12, 2010 4:10 PM
To: Elizabeth Crews; Andrea Webster
Cc: garywebster@gwebsterinc.com
Subject: HONDA SPRING FLING 5K Run/Walk

Andrea and Liz,

Please be advised that the Borough Council has approved your request to host your event on Saturday, April 17, 2010. Officials with the Borough's Fire Police have been advised of your event and they will coordinate traffic control along the route.

You may use the bandstand and booths may be set up, however any group or business selling food must have a license from the PA Department Agriculture.

If you have any questions.

David M. Jarrett
Borough Manager
Borough of Sayre
110 West Packer Avenue
Telephone: 570.888.7739
Fax: 570.882.9151
Email: dmjarrett@stny.rr.com<mailto:dmjarrett@stny.rr.com>
Sayre, PA 18840

Appendix F
Appendices

Spaghetti Dinner Ticket

**ADMIT ONE**
Sayre FBLA Presents
Spaghetti Dinner
At the Sayre HS Cafeteria
Proceeds Benefit Habitat for Humanity
$5.00 14 and up  $3.00 13 and under
(Takeouts Available, Container Provided)
Friday April 16, 2010  5:00pm - 8:00pm
NAME ____________________________
EMAIL ___________________________
AGE ____________________________
SPONSORED BY WILLIAMS HONDA

Appendix G

Sayre Area High School FBLA
Partnership with Business
Appendices

5k Race Course

Appendix H
The Sayre High School Future Business Leaders of America Present:

**Spaghetti Dinner & 5K Run**

Sponsored By

**Williams Honda**

Friday April 16, 2010 - 5pm - 8pm - Sayre HS Cafeteria

Spaghetti Dinner - $5 14 and up/$3 13 and under
(Take Out Available - Containers Provided)

Saturday April 17, 2010 - 5K Run - Sayre Theater
Registration starts at 8am - Race Begins at 10am!!

$10 Individual   $20 Family (up to four)

Free T-Shirts to the First 250 Participants!

Registration forms available on Facebook and MySpace
(Honda Spring Fling 5K Run/Walk)
and at williamshonda.net and williamsautogroup.com

Proceeds benefit Habitat for Humanity

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**Appendix I**

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Sayre Area High School FBLA

Partnership with Business
5k Race Registration Form

Williams Honda Spring Fling
5K Run/Walk Registration
Saturday April 17th 2010, 10:00 AM - Sayre Theater
>>Held by Sayre High School's Future Business Leaders of America
>>Sponsored by Williams Honda

Location:
The course is throughout Sayre, PA starting and ending at the Sayre Movie Theater.

Registration (Cash or Check Only):
$10 Individual Registration
$20 Family Registration (up to four people)
Bring completed form to registration at 8am. Race starts at 10am.

**Please make checks payable to “Sayre FBLA”
**All proceeds go to Habitat for Humanity

For information call (570)-888-6622 ext. 2128

Registration Form (Please complete and Present Form at Registration Table)
Name: ___________________________________________
Address: ________________________________________ City: ___________ State: _______
Phone number: _________________________________
Email: ________________________________ T-Shirt Size: ______
Participant Signature: __________________________ Date: ___________
Parent or Guardian (if under 18)_________________ Date: ___________

Disclaimer of liability
To compete in the Sayre FBLA’s Williams Honda Spring Fling 5K Run, I hereby waive any liability that the sponsors may have arising out of my participation in this race. I hereby agree to hold harmless Sayre High School, Sayre FBLA chapter, and the Boro of Sayre, and all sponsoring parties for any damage either physical, personal, or property which may arise in relation to my participation in the race. I am aware that participation in this race may present a serious strain to my body, and I further warrant to the sponsors that to the best of my knowledge I am in proper physical condition to allow me to participate. If the participant is under 18 a parent or guardian must read & sign this form.

Appendix J
Future leaders learn about business

Hands-on experience gives students a lesson on life in the real world

By LISA R. HOWELER
Morning Times' Society Editor

SAYRE — Students from the Sayre and Athens High School Future Business Leaders of America received hands-on business experience this school year through an initiative sponsored by Williams Auto Group.

It was an effort that Kevin Horn, general manager of Williams Auto Group, said he hoped taught the students some tough, yet fun, lessons and one he hopes to duplicate in future school years.

Students in both groups worked on separate events aimed at gaining them business experience, but also at promoting various vehicles being sold by Williams Simmon and Williams Honda.

Planning the events was not easy, students from both schools said, but the lessons learned through the process were immeasurable.

Each chapter was awarded a donation to their chapter for their efforts, in addition to Williams Auto donating $2,000 to Penn York Habitat for Humanity to match the $2,000 raised by the Sayre High FBLA chapter.

The Sayre FBLA planned an event called The Honda Spring Fling, which included a spaghetti dinner and a 5K run.

The Athens FBLA planned an event called "The Sounds of Scion" which involved a day-long battle of the bands and an evening hip-hop concert.

Both events also highlighted and promoted car brands currently being offered by Williams Auto.

Sayre's project was to promote two separate eco-friendly vehicles, which is one reason they organized a 5K and also used their project to bring awareness to environmentally friendly efforts.

Presentations were made on Monday at the Dandy Mini-Mart headquarters in Sayre by both groups. Six students from each FBLA made the presentations. Each group presented representatives of Williams Auto with the benefits of the project; the difficulties they had to overcome; examples of how they could have done things better; and constructive criticism of Williams Auto representatives.

After the presentations, Horn said he was pleased with the constructive criticism the students offered concerning themselves and the Williams Auto officials.

He was also glad that some of the students discussed the challenges they faced. They were challenges Williams Auto wanted the students to experience.

"I want to let you know that if some of you were unhappy with how things went, I'm sorry and I apologize, but this is business." — Kevin Horn, general manager

Members of the Athens FBLA chapter give their presentation to representatives from Williams Auto Group.

Appendix K