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Increase Knowledge of Fitness and Nutrition

Today, many of our youth aspire to achieve the “ideal body type,” an unrealistic and pervasive image portrayed in the media that does not truly indicate a healthy lifestyle. Alarmed by the rapidly growing number of fad diets, the PWB (Partnership with Business) project chairs sought to address this overall deficiency in the knowledge of nutrition and fitness. The project chairs aimed to profoundly impact the community through teaching people healthy habits for life. For these reasons, project chairs created Project ReNurture, aiming to expand knowledge of fitness and nutrition among FBLA (Future Business Leaders of America) members and the Bay Area community.

For Project ReNurture, Westmoor High School’s FBLA chapter partnered with Loving Hut SF (Loving Hut San Francisco) for the Partnership with Business Project of the 2015-2016 school year. Loving Hut, a family-owned restaurant located in San Francisco, is renowned for its diverse vegan cuisine. Started solely by Supreme Master Ching Hai in 2008, Loving Hut showcases the theme of nutrition with over 200 restaurants across the globe from Asia to South America. Today, Loving Hut SF epitomizes a successful business in its widespread popularity across the Bay Area, serving nutritious food to thousands of customers yearly.

The business partnership between Loving Hut SF and Westmoor FBLA strived to create a connection that was mutually beneficial to both groups. Westmoor FBLA sought to promote Loving Hut SF through various public relations and marketing tactics at both Westmoor High School and other locations in the Bay Area community. In return, the company sent representatives to teach members about nutrition through demonstrations and cooking lessons. They also held workshops on business related topics, including management and communication, and gave members many opportunities to learn about the company’s operations through tours and presentations. Above all, Project ReNurture showed members how to cultivate a healthy lifestyle and become successful business leaders.

In order to achieve the overarching goal of increasing knowledge of fitness and nutrition and promoting Loving Hut to the Bay Area Community, the Project Chairs split the project’s main goal into three subgoals, with three objectives serving as stepping stones to achieve each individual goal.

### Development of Project ReNurture’s Overarching Goal

<table>
<thead>
<tr>
<th>Project ReNurture: Goals and Objectives</th>
<th>Goal #1: Promote Loving Hut across the Bay Area Community</th>
<th>Goal #2: Develop Nutritional Habits for Bay Area Residents</th>
<th>Goal #3: Empower Fitness across the Bay Area Community</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective 1</strong></td>
<td>Hold a Social Media Campaign and publicize Loving Hut to at least 3,000 people.</td>
<td>Improve members’ knowledge of nutrition by at least 30% through nutrition lessons.</td>
<td>Engage the community to participate in sports, affiliating with at least one local organization.</td>
</tr>
<tr>
<td><strong>Objective 2</strong></td>
<td>Run at least two different marketing schemes to publicize Loving Hut.</td>
<td>Hold at least one cooking demonstration and offer five cheap, healthy recipes.</td>
<td>Send volunteers to at least one sporting event or marathon.</td>
</tr>
<tr>
<td><strong>Objective 3</strong></td>
<td>Revamp Loving Hut SF’s website, making it both functional and stylish.</td>
<td>Assist in one healthy food harvest banquet and participate in one homeless feed.</td>
<td>Donate more than $100 worth of sports equipment and goods to local schools.</td>
</tr>
</tbody>
</table>
Westmoor FBLA’s Partnership with Business Committee met to consider potential business partners with various fitness and nutrition companies. The team consisted of project chairs Earl James Johns, Serena Chan, and Graciela Tedjokusumo. The Committee’s main goal was to choose a partnership that would mutually benefit both parties as well as make a positive and long-lasting impact on the community. Project chairs examined several businesses, narrowing it down to three, and analyzed which company would best fulfill Project ReNurture’s goals and objectives.

<table>
<thead>
<tr>
<th>Company</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Youth Fitness Education</td>
<td>• Offered to pilot a fitness buddy program between high school and elementary school athletes</td>
<td>• Would not receive much financial benefit from Project ReNurture</td>
</tr>
<tr>
<td></td>
<td>• Willing to send youth representatives to give presentations on health</td>
<td>• Only available to meet once a month due to restricted time schedule</td>
</tr>
<tr>
<td>Fitness 19</td>
<td>• Gym in close proximity to location of project chairs</td>
<td>• Did not have as much interest as other businesses in nutrition aspect of Project ReNurture</td>
</tr>
<tr>
<td></td>
<td>• Open to piloting a fitness program at Westmoor High and a fitness social media campaign</td>
<td>• Would not receive much financial benefit from the project</td>
</tr>
<tr>
<td>Loving Hut Restaurant San Francisco</td>
<td>• Offered to hold cooking demonstrations for members and community</td>
<td>• Was only available to meet every two weeks</td>
</tr>
<tr>
<td></td>
<td>• Passionate about theme of nutrition and strongly supported a partnership</td>
<td>• Located furthest away of all businesses whereas other businesses were located in Daly City</td>
</tr>
<tr>
<td></td>
<td>• Interested in fitness aspect and held connections to fitness companies</td>
<td></td>
</tr>
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</table>

Project chairs considered potential partnerships with Youth Fitness Center (YFE), a community fitness organization, Fitness 19, a local gym, and Loving Hut Restaurant, an international vegan restaurant chain. After analyzing the advantages and disadvantages of partnering with these three companies, project chairs decided that partnering with Loving Hut SF would provide the greatest impact on the members, company, and community. Loving Hut’s passion for fitness and healthy living was highly apparent when the project chairs met with manager Oliver Quesada on Saturday, August 8, 2015. Mr. Quesada, who later served as the primary liaison between Westmoor FBLA and Loving Hut, offered to send the head assistant manager of the SF chain, Joseph Chang, to give a brief presentation to Westmoor FBLA members and explain the restaurant’s mission, its business operations, and the importance of living a healthy lifestyle.
After deciding to partner with Loving Hut, project chairs completed a SWOT analysis, analyzing the strengths, weaknesses, opportunities, and threats of Loving Hut San Francisco.

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fairly new business</td>
<td>Poor marketing overall and too reliant on niche marketing (vegans)</td>
<td>Promotion of company’s image by assisting the community</td>
<td>Too service dependent rather than customer-oriented</td>
</tr>
<tr>
<td>Motivated and loyal workforce</td>
<td>Lack of popularity outside of San Francisco</td>
<td>Differentiation of products and services through marketing</td>
<td>Increasing competition in restaurant industry</td>
</tr>
<tr>
<td>Consistent and high quality of goods and services</td>
<td></td>
<td></td>
<td></td>
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</table>

After incorporating facts from the SWOT Analysis, Project chairs carefully crafted a three step marketing plan, which included campaigns and strategies in public relations and promotions. They hoped that the marketing plan would increase the sales and positioning of Loving Hut SF relative to its competitors as well as improve Loving Hut’s image by assisting the local community.

Establishing the Partnership

The Project Chairs met at Loving Hut SF on Saturday, August 8, 2015 to speak with Loving Hut executives about a potential business partnership. Project chairs presented the marketing plan to Loving Hut SF executives, who were impressed by the presentation. Loving Hut SF executives then, after careful consideration, agreed to partner with Westmoor FBLA for Project ReNurture. Project Chairs Graciela Tedjokusumo, Earl James Johns, and Serena Chan then reported to Westmoor FBLA and presented Project ReNurture’s goals and the potential partnership to officers, interns, and members. In a unanimous decision, Westmoor FBLA members confirmed the business partnership with Loving Hut SF, marking the beginning of Project ReNurture. From then on, Westmoor FBLA and Project ReNurture worked together to achieve Project ReNurture’s goals.

Project chairs then met for their first official business meeting on Friday, August 21, 2015 in which they discussed with Loving Hut executives what the project would entail for the company and chapter. Loving Hut, who was supportive of the project goals and mission, then signed a partnership agreement that detailed Project ReNurture’s mission, timeline, and objectives. From that point on, Westmoor FBLA and Loving Hut SF began to implement the project timeline.

The success of Project ReNurture relied on the project’s three subcommittees: Public Relations, Community Affairs, and Marketing and Sales. Approximately sixty FBLA members served on each committee. The Public Relations committee, headed by Earl Johns, promoted Loving Hut’s image, archived the project’s milestones, and garnered support for the business partnership. The Community Affairs committee, headed by Serena Chan, assisted local nutrition and fitness organizations by providing Westmoor FBLA members as volunteers. Lastly, the Marketing and Sales committee, headed by Graciela Tedjokusumo, carried out various marketing schemes to promote Loving Hut to the Bay Area community.
Project Showcase

On September 18th, 2015, Westmoor FBLA held a project showcase in Westmoor’s gymnasium to introduce Westmoor FBLA’s partnership with Loving Hut. The Partnership with Business Committee invited community officials from the San Francisco Chamber of Commerce and officers of Westmoor High School’s Associated Student Body, with over two hundred people attending the showcase.

Initially, project chairs Earl Johns, Serena Chan, and Graciela Tedjokusumo spoke about the partnership with Loving Hut and introduced the goals of Project ReNurture. Afterwards, Loving Hut business professionals conducted over fifteen workshops including marketing and digital design. The showcase ended with a keynote speech from Mr. Quesada who gave an overview of the company’s operations, culture, and mission. Through the showcase, Westmoor FBLA officially launched Project ReNurture and presented the partnership and the project’s goals to the community.

Project Social

On September 28 2015, Westmoor FBLA’s PWB Committee hosted a social for Westmoor FBLA members who were interested in participating in Project ReNurture. Earl Johns, Project ReNurture’s head chair, explained the goals, objectives, and benefits of the project. Members then signed up for the different committees of the project—Public Relations, Community Affairs, and Marketing and Sales—and spoke with each committee chair to learn more about the committee and its specific duties. From then on, FBLA members within their respected committees began working collaboratively to fulfill the project’s objectives and goals.

Company Tour- Loving Hut

On November 1, 2015, FBLA members toured Loving Hut SF and learned about the restaurant’s operations. At the tour, members viewed the company’s main office and spoke with professionals in Loving Hut’s various functional units including management, finance, and catering. Members learned about Loving Hut’s company culture, which included free catered meals and different departments such as information management, risk management, marketing, promotions, public relations, and even communications.

Afterwards, the Loving Hut manager personally spoke with members and explained to them Loving Hut’s goal to promote a healthy vegan lifestyle and the importance of fitness and nutrition. In all, the tour allowed members to familiarize themselves with the business operations of Loving Hut and network with Loving Hut executives of different professions and specialties.

1 See Appendix B
2 See Appendix B
**Fitness and Nutrition Lessons**

In an effort to educate, motivate, and empower our youth to eat well balanced diets and to remain physically active, the PWB chairs held nutrition lessons and healthy meal tutorials twice a week for chapter members. The committee split the lessons into three stages: inquisition, instruction, and final assessment. Initially, the PWB chairs conducted a questionnaire of thirty true or false questions to eighty Westmoor FBLA members, testing their knowledge of food groups, physical education, mental health, obesity, cooking, eating disorders, and many more topics related to fitness and nutrition. Out of the eighty chapter members, not even one had scored one hundred percent, with an average score resting at a meager 45 percent. The project chairs then analyzed the data and constructed a three week lesson plan that would educate members.

Beginning Monday, November 23, 2015, the project chairs held two hour lessons, biweekly, teaching nutrition and fitness fundamentals to members. Interactive activities including games and videos strengthened members’ knowledge of concepts and terms while Loving Hut representatives frequently spoke and conducted cooking demonstrations in the Westmoor cafeteria and at Loving Hut’s facilities. The topics covered in the lessons ranged from balancing calorie intake to creating a fitness plan to even fighting the different diseases associated with nutrition deficiency. Project chairs also assigned activities and readings to lesson participants on several topics to further reinforce the material. Loving Hut’s head chef Yoki Widjanarko even shared some of his quick vegan recipes to chapter members to show the simplicity and ease of preparing healthy and delicious foods.

By the end the three-week lesson plan, FBLA and PWB committee members were deeply enriched in the topics of health, fitness, and nutrition, with many of them feeling more confident in their own knowledge. On Friday, December 11, 2015, chairs gave a final assessment of thirty true or false questions to the same eighty members who scored exceptionally higher, with the average score rising to 92 percent, a vast improvement from the initial average of 45 percent. Through lessons of health and nutrition, FBLA members learned more about the importance of a healthy lifestyle and expanded their knowledge of business operations through constant connection with professionals.

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See Appendix B

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3 See Appendix B
Hamilton Family Center Homeless Feed

Understanding the importance of nutrition, the Project ReNurture committee members sought to give back to the community through a holiday homeless feed. Project ReNurture volunteers headed out at 6 A.M. to prepare clothing and healthy food packages on December 19, 2015 at the Hamilton Family Center (HFC) outreach headquarters. Hamilton Family Center, a nonprofit organization that assists homeless families across SF, supervised the Project ReNurture team and drove groups of members to specific neighborhoods. Loving Hut SF even donated some of their vegan cuisine as well as stocks of fruits, vegetables, and grains to the homeless feed. In all, the PWB team served over 150 hot meals and distributed over 500 care packages that consisted of toiletries and blankets to the homeless in various districts of San Francisco. The Homeless Feed not only solidified the bond between Loving Hut and Westmoor FBLA but also gave back to the community.

Publicity Booths for Loving Hut

Although Loving Hut was popular in many residential areas of San Francisco, the PWB team believed that the restaurant could benefit from promotions in other parts of the Bay Area. To accomplish this task, the ReNurture team contacted Serramonte Shopping Center in Daly City, Westfield Mall in San Francisco, and Westlake Plaza in Daly City, and received approval to hold booths publicizing both the business partnership and Loving Hut at each mall. FBLA members ran the booths, discussed Project ReNurture’s goals and offered shoppers promotional coupons to eat at Loving Hut and experience a taste of vegan cuisine. Over 115 FBLA members supervised publicity booths for Loving Hut throughout the weekends from October to those of early December. By the beginning of January, Loving Hut’s popularity had notably increased with new visitors from Colma, Daly City, and South San Francisco and a reported increase of 23 percent in sales in January that remained consistent for the following months.

Sports Equipment Donations

Striving to help the community, Westmoor FBLA members held a sports drive called Shape-Up at Westmoor High School during the month of December. On January 16, 2016, Westmoor FBLA volunteers transported the athletic gear to the Hamilton Family Center in SF, where they were then distributed to struggling families. Everyone who contributed to Shape-Up helped over one hundred kids pursue their athletic interests through the new equipment, with over $750 in sports equipment in new hands. The sports drive not only unified the community a whole but also helped fulfill Project ReNurture’s overarching goal of ensuring that the community lives active and healthy lives.

4 See Appendix B
5 See Appendix B
**Fitness and Nutrition Challenge**

From January 18 to February 8, 2016, Westmoor’s PWB Committee challenged members to apply what they learned from the nutrition lessons for three consecutive weeks. In the first week, members exercised every other day for at least thirty minutes daily and documented their workouts and snapped a post-workout picture. The following week, members specified what they ate in their customized food diaries, which detailed what types of food to avoid and enjoy. In the third and final week, members logged in their food and sent the project chairs their workout photos. At the end of the challenge, the PWB committee rewarded members with nutritious acai bowls.

**Loving Hut: Social Media Campaign**

The PWB committee initiated a social media campaign on January 29th, 2016 to promote Loving Hut SF. Westmoor FBLA members stormed social media by posting advertisements on Facebook, Instagram, Snapchat, Twitter, and even Tumblr. Over the course of two months, 140 members posted over 650 advertisements online. The social media campaign successfully acquired new customers outside of the San Francisco area and increased Loving Hut’s sales by a reported 17 percent in February that rose to a significant 31 percent increase in March.

**Website Revamp**

As a final way to benefit Loving Hut and stabilize the great increase in their sales, the Project ReNurture team improved the restaurant’s current website by refining its design, functionality, and user interface. The PWB Committee submitted a proposal to Loving Hut representatives to entirely revamp the website. Loving Hut, admitting that their site was in need of updates, happily agreed. Over the span of two months, the website underwent massive alterations, with great improvements to the website’s presentation of the restaurant’s goals, contact information, and even menu items. By the time the revamp was completed, the renovated website appeared much more aesthetically pleasing and functioned more seamlessly, with reports of a notable increase in the volume of website traffic.

**Project Celebration**

As Project ReNurture came to a close, project chairs decided to host a committee’s banquet in order to celebrate the success of the project and recognize members for their indisputably hard work. On February 12, 2016, Loving Hut catered the banquet as a token of its appreciation for everyone’s dedication to the project and partnership. Company managers, Oliver Quesada and Joseph Chang, personally thanked members and rewarded members with certificates of involvement. Members in totality had contributed individually at least 50 hours to the project, a huge achievement. Through the banquet, FBLA members and Loving Hut officials shared the triumph of exceeding the sales goals of Project ReNurture and impacting the community.
DEGREE OF INVOLVEMENT

Hours Spent

Westmoor FBLA members continuously worked to achieve the goals of Project ReNurture. In fact, project chairs and committee members held weekly meetings to plan the project’s upcoming events and discuss the project’s progress. Serena Chan, chapter secretary, recorded the minutes for each of these meetings and sent them to Westmoor FBLA’s executive board officers. Members were also encouraged to provide direct feedback about the project’s events and progress through email.

Westmoor FBLA members contributed many hours in developing a social media campaign, assisting in the homeless feed, and even revamping Loving Hut’s website. Over 160 FBLA members worked together and contributed approximately 3,270 hours to Project ReNurture.

Personal Contact

Maintaining personal contact with Loving Hut SF was essential to achieving Project ReNurture’s goals. Project chairs held meetings every two weeks with Loving Hut’s Marketing Director, Henry Williams, and Loving Hut’s managers, Oliver Quesada and Joseph Chang. Committee members also communicated with Loving Hut officials through Skype video calls to discuss the project’s progress and upcoming events.

In an effort to gain recognition for the project, project chairs sent letters to California Governmental Officials, including Senator Barbara Boxer, Senator Dianne Feinstein and Governor Jerry Brown. Project chairs also contacted local community officials from the San Francisco Chamber of Commerce and Daly City Parks and Recreations, along with the newspaper the SF Chronicle and Bay Area KTVU news.

Executive Heads Contacted

Strong communication between the Project ReNurture committee and Loving Hut executives was highly imperative to the success of the project. Committee chairs regularly updated Loving Hut executive heads through business emails, phone calls, and bimonthly meetings. On the other side of the partnership, Loving Hut often set up conference calls in which they would discuss Project ReNurture’s sales goals and Loving Hut SF’s sales progress. Project Chairs also worked closely with Loving Hut executive heads, including the Director of Marketing, Henry Williams, and the Director of Public Relations, Francine Robinson, to effectively carry out Project ReNurture’s marketing and promotional strategy. Through direct and consistent contact with Loving Hut officials, Project ReNurture not only exceeded its sales goals but also improved Loving Hut’s image, portraying Loving Hut as a company actively involved in and concerned about the community.
EVIDENCE OF PUBLICITY

Mediums of Publicity
The Project ReNurture Team knew that publicity was essential to the success of the project. Facebook, the project’s key networking site, relayed information to members about project events through graphics, advertisements, and news updates. Alongside Facebook, the ReNurture Team also created a website that featured the partnership with Loving Hut and the project’s goals.

Publicity and Recognition Received
Project ReNurture received great publicity and recognition from various local officials and community organizations. Rosie Tejada, president of the Jefferson Union High School District Board of Trustees, praised Project ReNurture’s success at Westmoor High school, regarding it as both “innovative and relevant,” in a statement at one of the district board meetings. On another occasion, the San Francisco Chamber of Commerce, an organization consisted of local businesses, recognized Loving Hut SF for its involvement in Project ReNurture and partnership with Westmoor FBLA. The San Francisco Chamber of Commerce noted that Project ReNurture and its partnership with Loving Hut had “pushed the community into the direction of healthy and happy lives” at an award ceremony in which they recognized many businesses for their outstanding achievements.
# Analysis of Results

*Words in the table that are teal and bolded indicate one of the project’s achievements*

<table>
<thead>
<tr>
<th>Project ReNurture’s Goals and Objectives</th>
<th>Goal #1: Promote Loving Hut across the Bay Area Community</th>
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<th>Goal #3: Empower Fitness across the Bay Area Community</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Results for Objective 1</strong></td>
<td>Held a Social Media Campaign and publicized Loving Hut to over <strong>10,000 people</strong>.</td>
<td>Improved members’ knowledge of nutrition by over 50% and even implemented a fitness and nutrition challenge.</td>
<td>Engaged the community to participate in sports, affiliating with <strong>Youth Fitness Education</strong>.</td>
</tr>
<tr>
<td><strong>Results for Objective 2</strong></td>
<td>Ran Publicity Booths at three malls <strong>10 times</strong> and increased Loving Hut’s sales by over <strong>thirty percent</strong>.</td>
<td>Held multiple nutrition lessons and over <strong>five</strong> healthy cooking demonstrations for FBLA members.</td>
<td>Provided volunteers to <strong>Nike Women’s Marathon and SF Hot Chocolate Run</strong>.</td>
</tr>
<tr>
<td><strong>Results for Objective 3</strong></td>
<td>Revamped Loving Hut SF’s website, making it <strong>functional and stylish</strong>.</td>
<td>Assisted in <strong>one</strong> healthy food harvest banquet and <strong>participated in a homeless feed</strong>.</td>
<td>Donated more than <strong>$750</strong> worth of sports equipment and goods to Hamilton Family Center.</td>
</tr>
</tbody>
</table>

Through the dedication of over 200 Westmoor FBLA members and approximately 6270 hours committed to the project, Project ReNurture fulfilled and exceeded its goals.

## Concepts Learned by Members

### Greater Understanding of Fitness and Nutrition

Through listening to multiple public speakers, participating in various workshops, and even taking part in a fitness challenge, members learned about the growing importance of health in the hospitality and foodservice industry. The nutrition lessons held by Project Chairs greatly heightened members’ understanding of a wide range of health-related topics, with members showing an improvement as high as 50 percent. By the end of the project, FBLA members as well as the Westmoor community better understood business and its connection to fitness and nutrition.

### Leadership, Commitment, and Teamwork

As Project ReNurture came to an end, members attained an extensive amount of valuable qualities through working on the project. Members refined their leadership skills by heading discussions, planning agendas, and delegating tasks in their respected subcommittees. Members also learned to stay actively committed as they dedicated many hours to completing their assigned duties and responsibilities. Lastly, members effectively practiced teamwork through continuously working with each other to coordinate marketing events and distribute hundreds of food and care packages.

### Professionalism and Business Knowledge

Members gained a profound sense of professionalism through undertaking many key tasks in Project ReNurture. By writing business emails to company heads and contacting local officials, members learned how to communicate in an appropriate business style. Members also practiced punctuality as they attended meetings and events in a timely manner. Lastly, members became aware of many segments of business, including marketing, public relations and even management by working with Loving Hut officials through the project’s partnership. By the end of Project ReNurture, there was a clear improvement in the professional knowledge and skills of Westmoor FBLA members who are now more than ready to become successful business leaders.
RESULTS: PROJECT IMPACT

Impact on Loving Hut
The Project ReNurture team spent months diligently marketing and promoting Loving Hut SF to the Bay Area Community through publicity booths and a strong social media campaign. The Publicity Booths at multiple shopping centers, implemented by the Marketing and Sales Committee, proved to be a tremendous success. As a result of the booths, Loving Hut’s sales increased by a considerable amount, with Loving Hut reporting a 23 percent increase in sales within the first three weeks. Furthermore, the restaurant calculated that this 23 percent increase in sales rose to 31 percent one month after the launch of its newly revamped website, and the social media campaign, which strengthened Loving Hut’s company presence across the Bay Area through various social media platforms. Loving Hut’s popularity notably increased in areas beyond San Francisco, including Pacifica, San Mateo, Colma, South San Francisco, and even Daly City. Lastly, the project’s social media campaign and the homeless feed portrayed Loving Hut in a positive light by promoting Loving Hut’s clean and delicious cuisine and its commitment to helping the community.

Impact of Westmoor FBLA
Project ReNurture directly impacted Westmoor FBLA in countless ways. The informative presentations from Loving Hut officials heightened members’ knowledge of health and nutrition, familiarity with Loving Hut, and the processes of the hospitality and restaurant industry. Furthermore, such lessons served as a valuable and reliable method through which many FBLA members developed healthy lifestyle habits. In fact, the initial and final scores from this assessment clearly reflected the amount of knowledge that the participants attained, with many members improving by over 50 percent. Not only did Loving Hut’s sales increase from the social media campaign, but Westmoor FBLA members also benefitted as they became very well acquainted with different marketing strategies including blitzing and promotional marketing. Lastly, through the project, members practiced many relevant business skills including public speaking, presenting, networking, and planning. In short, Project ReNurture refined members’ business etiquette and social skills, while also teaching them the fundamentals of fitness and nutrition.

Impact on the Community
Project ReNurture went beyond the business partnership and impacted those within the community. Events such as the homeless feed in San Francisco provided more than one hundred residents with warm meals during the holiday season. In fact, the homeless feed was so successful that Westmoor FBLA and Loving Hut SF agreed to hold another one next December. Other community outlets, such as the Hamilton Family Center, praised the project for its support, as the project assisted such organizations with the sports equipment drive. Truly, Project ReNurture was a means through which our youth resurged an interest in fitness and nutrition. The cherished memories and experiences of this project has helped branch beyond promoting Loving Hut and benefitting Westmoor FBLA by profoundly transforming the community.

From left to right:
“Because of Project ReNurture, I’ve been trying to prioritize my health. Honestly, eating healthy was so difficult before but this project taught me simple ways to make an effort in my busy schedule.”–Hillary Phu, Member

“Project ReNurture gave me the opportunity to practice my leadership skills and learn what it takes to be healthy. It also taught me how businesses like Loving Hut work which was super informative.”–Laura Tai

FBLA members happily strike a pose as they volunteer at Shape Up, the sports equipment drive by Project ReNurture.
**APPENDIX A: CALENDAR**

June 9-12, 23-24: Committee Chairs collaborate and brainstorm ideas for the Partnership with Business Project

July 7, 13-14: Committee heads and co-chairs executive meeting
July 21-23: Committee Chairs plan project events and select co-chairs for Project ReNurture

August 4, 11, 18, 25: Committee Chairs meet and present weekly progress report
August 8: Partnership established with Loving Hut Restaurant SF
August 21, 22: Committee Chairs meet with Loving Hut Representatives

September 1, 8, 15, 22, 29: Committee Chairs meet and present weekly progress report
September 12, 26: Committee Chairs meet with Loving Hut Representatives
September 18: Project Showcase
September 28: Project Social

October 6, 13, 20, 27: Committee Chairs meet and present weekly progress report
October 10, 24: Committee Chairs meet with Loving Hut Representatives
October 18, 25, 31: Publicity Booth at Westfield Mall and Westlake Plaza

November 1: Loving Hut Company Tour
November 3, 17, 24: Committee Chairs meet and present weekly progress report
November 7, 21: Committee Chairs meet with Loving Hut Representatives
November 8, 14, 15, 21: Publicity Booth at Westfield Mall and Westlake Plaza
November 23, 25, 30: Nutrition Lessons and Cooking Demonstrations

December 1, 8, 15: Committee Chairs meet and present weekly progress report
December 2, 7, 9: Nutrition Lessons and Cooking Demonstration
December 5, 19: Committee Chairs meet with Loving Hut Representatives
December 6, 12, 13: Publicity Booth at Serramonte Mall and Westlake Plaza
December 11: Public Relations Committee begin working on the Borobudur website
December 19: Homeless feeding

January 5, 12, 19, 26: Committee Chairs meet and present weekly progress report
January 9, 23: Committee Chairs meet with Loving Hut Representatives
January 16: Shape Up Sports Donation Drive
January 18: Beginning of Project Fitness Challenge
January 29: Launch of Loving Hut Social Media Campaign

February 6, 20: Committee Chairs meet with Loving Hut Representatives
February 9, 16, 23: Committee Chairs meet and present weekly progress report
February 10: Launch of new Loving Hut Website
February 11: Committee heads and co-chairs executive meeting
February 12: Project Celebration Banquet
APPENDIX B

Project Showcase Ad

Project Social Ad

Lessons Ad

Homeless Feed Ad

Shape Up Ad

Banquet Ad

Former Website

Revamped Website