

PARTNERSHIP WITH BUSINESS PROJECT

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Upton Wyoming
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Partnership with
Business Project*

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Introduction

Joes Food Center has been serving the town of Upton, Wyoming for almost 40 years, providing citizens of the town a local grocery where they can purchase goods such as food, gasoline, clothing, and more. This store serves an important function in the town, being the only grocery store for twenty miles. Not only does the store contribute to the community by providing a convenient place for citizens to purchase fundamental items, but it also contributes to the community as a whole and has a seat on the Upton Economic Development Board and the Chamber of Commerce. The owners, Carman and Jim Diehl, have owned up to three businesses around the area, and place the wellness of the community as one of their top priorities.

Every year, Upton's local FBLA chapter partners with a business to help them improve different aspects of their business and to help the FBLA members create a better sense of the business and the key components that make the business thrive. Through the years, Upton FBLA has partnered with a manufacturing company, grocery store, and a clothing store to contribute ideas and inspiration to the businesses. This year, Joes Food Center reached out to the committee to continue and further a partnership of which was started four years ago. There were many different reasons why the committee decided to partner with Joes Food Center. The managers at Joe's were looking to receive help from Upton FBLA to update some of their marketing techniques and practices.



Description of Partnership Goals

The Upton FBLA Partnership with Business team must create adequate partnership goals to create a successful partnership. The partnership team, along with the business leaders at Joe's Food Center, strived to create goals that could be worked towards and furthermore met to achieve a well-produced partnership.

The partnership goals are listed as followed:

- Increase publicity/advertising.
- Better the function, sales, and marketing for the business.
- Help students learn more about operating a business through real-life applications.
- Help create a system that assists community members stay informed about different sales and specials going on at the store.

Through these five goals, committee members planned to see mutual benefits from relationship between the grocery store and the chapter. These goals conjointly form a destination that the chapter can work towards to reach a better understanding of how a business is properly ran.

Responsibilities of business leaders and chapter leaders

Development

There were three different roles given to members and business leaders in developing the project. First and foremost, business leaders Buffy Helwig and Jaki Gustaf were given the role of giving members a purpose for the project. Their role for the development of the project was to discuss with members their needs for their business and what they wanted to see from the



Members working on project

project and give ideas to project members to implement over the course of the partnership. For the team heads Kade McMillan, Josie Olson, and Riley Coburn, their role was to develop and oversee all aspects of the project. Through this, the leaders could gain an overall basic concept of the project and have a better grasp on the success of the project. For the other committee members, their purpose for the project was to give additional concerns and opinions of the project to gain a better understand of more individual opinions to ensure more success for the project.

Implementation

Various Chapter members were involved in the implementation of the various projects to make the partnership more enhanced. Different chapter members were involved in numerous activities by creating different committees for various aspects of, such as the Commercial Script Committee, the Commercial Acting Committee, the Banner Creation Committee, and the Facebook Page Committee. Members part of the committee include Abbey Douglas, Anna Lewis, Josie Olson, Jamison Nistler, Hannah Olson, Riley Coburn, Abbey Douglas, Dawson Butts, Yasmine Donner, Dillon Barritt, and Kade McMillan. Throughout the development and implementation portion of this report, you will have a chance to examine the roles of the members and business leaders in implementing a stellar partnership in each activity completed.

Planning activities used to build a partnership

The first step the Partnership with Business team took to plan the project was to meet with the employees of Joe's Food Center. September 6th, 2017, the heads of the committee, Kade McMillan, Riley Coburn, and Josie Olson,



Meeting with Joe's Employees
(Not pictured – Jaki Gustaf)

met with Joe’s managers Buffy Helwig and Jaki Gustaf to discuss possible activities to prepare and complete in order to implement business skills. During the meeting with Ms. Helwig and Mrs. Gustaf, the team discussed recreating Joe’s deli menu to further the community’s understanding of what the store has to offer. Riley also suggested creating a commercial which would create a visual picture that captures the store’s wonderful customer service. The commercial would be another media form that could be used as advertising.

The second step the Partnership with Business team took to plan the project was to conduct a meeting with the committee to wrap up the planning of the activities and goals for the project. September 8th, 2017, the heads of the committee met with the rest of the committee to discuss concepts taken away from the first meeting to develop a concrete plan. From the meetings, the committee were able to finalize what activities were wanted to incorporate to promote Joe’s Food Center and to achieve the goals of the partnership.

Activities developed and implemented to learn concepts of business operations

Facebook Page

Development

The first step to creating more publicity and new marketing tools for Joe’s Food Center was to create a Facebook. The creation of a Facebook page would be beneficial to the community and used as a way to raise awareness of happenings in the store. When brainstorming what the page should include, the team created the acronym SALSA: Services, Advertisements, Specials, Location, and Activities. When the committee met, it was requested that the Facebook page include



Computers were widely used in project implementation

the weekly sales and special items. For the Facebook page, the committee met after the meeting with Buffy and Jaki to finalize what exactly would be included on the Facebook page. The committee made a final decision that members would post the electronic advertisement online every week. This would help inform the community what was offered on sale at the store. Also included on the Facebook page, members would post activities happening at the store and anything special going on. Through the Facebook page, the community would get a digital insight on exactly what the grocery store has to offer. Regarding the roles for the Facebook page, Buffy and Jaki's roles were to assist the chapter members with information for the website. Chapter members Kade McMillan and Dillon Barritt were given roles to create and update the website.

Implementation

During the meeting with Buffy and Jaki, it was requested that a Facebook page be made to gain the grocery store more publicity, and also act as a platform for the store to communicate with members of the community. Through this, Joe's Food Center could become more electronically cultured and also have a larger outreach to consumers throughout the community. With the help of the Partnership with Business Committee, the page was created on October 1st. In order to gain access to the ad special for each week, members of the committee viewed the Joe's Food Center website and downloaded the ad to post it to the Facebook page. In the Bio section of the page, the team included the various services available from Joe's, as well as their location and various ways to contact them, such as the website and phone number. Sales that the store was having once a week were updated when they came out. The page was also updated with different activities and new items coming to the store every two weeks. For the most part,

the page was updated by team member Kade McMillan, but chapter member Dillon Barritt was also asked to update the page when team members were otherwise occupied.

Deli Menu

Development

Four years ago, the partnership team that worked with Joe's Food Center helped create a deli menu to inform the community about what the deli had to offer.

In October, the managers asked the partnership team to recreate and reorganize the deli menu to allow customers to have a more in-depth insight on items offered in the deli. Per request, the team was given a list of items and asked to create a new menu and implement it by designing both a banner and physical menu that would be available for customers in the store.



Finished Deli Menu Banner

To make the banner that would display the menu in the store, it was decided Vistaprint would be used, an online printing company that specializes in printing different advertising materials for companies, such as banners and business cards. Team members Kade McMillan and Josie Olson were in charge of creating the banner with chapter members Dawson Butts and Yasmine Donner. For the menu, the team used Microsoft Publisher, and created the layout with a brochure template. The partnership with business committee was in charge of designing the menu. Regarding the roles for the recreation of the deli menu, Buffy and Jaki's roles were to assist the chapter members with deli menu information to create. Chapter members Kade McMillan, Josie Olson, and Yasmine Donner were given roles to create the banner and brochures, while Riley Coburn assisted Kade and Josie to present the banner and deliver the brochures around town.

Implementation

After discussing what was wanted on the deli menu, members viewed Vistaprint to design an eight-foot banner that included every deli menu item available and the prices. Throughout the duration of the creation of the banner, we had to keep in mind that it needed to be easily visible and clear to read so then every customer can enjoy easy access to the deli information. That following week on November 28th, the designated committee began to design a menu brochure on Microsoft Publisher. The committee was able to finish the brochure that same day and printed numerous copies to be placed in the high school's teachers' lounge and cafeteria. The brochures were also strategically placed around the grocery store such as near the deli, the cash register, and the bulletin board near the front entrance.

On January 9th, the partnership with business team members went to the Joe's and presented the banner that we created. The staff was ecstatic and quickly placed the banner next to the deli. The deli menu brochure and banner were excellent sources of marketing upgrades, which helped the team work towards one of the goals.

Commercial

Development

It was requested by Buffy and Jaki that Upton FBLA create a commercial for their business. The chapter began planning and developing the commercial



Testing out a drone for the commercial

by first interviewing the Joe's employees to find what they recommended the commercial's content to be. In their commercial, the grocery store simply wanted chapter members to educate the viewers of the product availability and the services available to the community. After planning the content for the commercial, members of the chapter then proceeded to develop a

script that would be recorded and voiced over the video element of the commercial. The script was written by local chapter committee members, Abbey Douglas and Anna Lewis. The script summarized the products and services that are available at the grocery store.

The final step in preparation for the Joe's Food Center commercial was a closing narration summary of the store to end the commercial. The committee decided that the closing of the commercial wanted to focus on a summary of the store and everything that makes it so extraordinary. After the summary was written, all parts of the commercial were planned, and the chapter was ready to begin the implementation process. Regarding the roles for the commercial, Buffy and Jaki's roles were to assist the chapter members with what was wanted on the commercial. Chapter members Anna Lewis and Abbey Douglas were given roles to create the commercial, while Jamison Nistler, Hannah Olson, Josie Olson, Riley Coburn, and Kade McMillan were given the roles as the actors.

Implementation

To begin the Implementation process, members traveled to Joes to film the commercial. Many different members of Upton FBLA were involved in the creation of our commercial. The script was read and recorded by chapter member Jamison Nistler and different employees of Joe's Food Center. For the commercial, Jamison acted like he was purchasing a meal and employees were helping him find exactly what he wanted. For the final part of filming the commercial, chapter members filmed different locations of the store to act like they were gathering materials to purchase. The purpose of doing this was to show viewers pictures of the grocery store and the basic operations available.

The filming of the facility went smoothly and was also saved onto a computer. After saving the content, chapter members edited the video and recorded voice-overs to correspond

with the actual video; it talked about the grocery store as the video played. To edit and put all of the clips together to create on commercial, the team used premier pro. Every day during a class period, a member of the Partnership with Business team traveled to the administrative building to work with the Digital Video Production class to create the commercial. Once editing was completed, the video was ready for public viewing.

Joe's Food Center Job Shadow

Development

To show students in Upton High School the basic concepts of how a successful business operates, Upton FBLA participated in a job shadow at



Members who attended the job shadow

Joe's Food Center. While discussing ideas of the project with members of the community, an idea of a job shadow was brought up. Through a job shadow, students would be able to get a better insight on the basic functions of a business through a real-life experience. For the job shadow, members would discover the diverse aspects of Joe's Food Center and learn applicable business techniques. Regarding to the roles for the Job Shadow, Joe's Food Center employees were given roles to teach the chapter members about the functions of the store. Chapter member Kade McMillan's role was to help run the job shadow with the employees.

Implementation

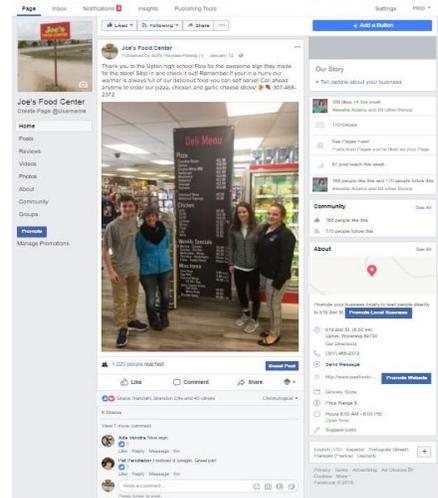
On February 8th, the Upton FBLA Chapter traveled to Joe's Food Center to job shadow multiple aspects of the business. The chapter members of Upton FBLA were split into three groups to learn more about the store. The groups were divided based on the separate departments of the store including the deli/ meat/ produce departments, the cash register, the basic

components of the office, and how groceries move through the store. While in the office, students learned about the legal aspects of the business and how to ensure the business is ran ethically and easily. The groups that attended the deli, produce, and meat departments were able to learn how each departments function and several tips and tricks to ensure that the community gets the products they want. The students checking learned how the cash register is ran, while being able to learn customer service. Finally, the group learning about the basic grocery concepts on the floor got a closer insight from manager Buffy Helwig the struggles of running a small business. Each group learned the ins and outs of that section of the store and then came together as a group and shared what they learned with the other FBLA members. All 39 members of the chapter participated. We involved the entire chapter when we did the visit to Joe’s Food Center and showed the members how a small business such as Joe’s operates.

Evidence of Publicity Received

Not only did Upton FBLA better business skills throughout the partnership, but Joe’s Food Center gained publicity and recognition from it too. When the chapter finished the commercial, all rights were given to Joe’s Food Center. Not only did it give publicity to Joe’s Food Center, but it also educated the viewers about their business. The biggest advantage of the commercial is that it was created for free.

Owner Carmen Diehl commended the commercial committee for their swift and compelling work. She mentioned how the commercial has the possibility to be broadcasted on local tv networks, thanks to the hard work and effort the committee did.



The Facebook page, which received over 1,000 views alone

The Facebook page was one of the most beneficial forms of publicity for the partnership. Through the past five months, Joe's Food Center on Facebook has received 163-page likes. Although most people who have liked the page are members of Upton Wyoming, the page has received more viewing. The average number of people who have viewed each post is estimated at around 500 people per post, while the page has received almost 10,000 views for all their posts. Through the Facebook page, the business has been able to gain an increase in publicity. Store manger Buffy Helwig mentioned that she appreciated the Facebook page very much. She told the team how much easier it was for her to focus on other aspects of the store rather than social media. She felt very relieved to have an online source of advertising that could help the store reach more publicity.

The *Weston County Gazette* has also been a large source of the publicity for the Partnership with Business Project. Throughout the partnership, the gazette has been very kind to the team. The owner has allowed many articles about the project to be posted in the newspaper that is published every Wednesday. Through the published articles, the community and citizens subscribed to the issues have been able to read articles about the business and the activities that have been done for the partnership. Upton FBLA is very happy to build relationships with local businesses that can help the chapter flourish.

Results Concepts Learned, and Impact on Community

The Joe's Food Center commercial was beneficial and productive for both the business and the FBLA chapter. The business benefited by receiving a free source of advertising without having to spend time neither the money in the making. The chapter benefited by the knowledge we gained as FBLA students. Members were able to observe examples of advertising and marketing that a company entails.

Creating a Facebook page was beneficial to both the business and the chapter. The company benefited much like they did when the commercial was made by the chapter. They now had more sources of online marketing to use for themselves. This marketing tool was also free, so the business did not have to put more time and effort for the page. Upton FBLA also benefited from creating the page. The page gave FBLA members actual business scenarios of business in the market world.

In regards to the five goals set at the beginning of the project by the Partnership with Business team, each goal was examined before and after the partnership. The partnership team is intrigued to announce that all five goals were met over the partnership. The team increased publicity/advertising by creating a Facebook page, deli menu, and commercial. The better the function, sales, and marketing for the business goal was met by creating the deli menu's for the store. The help students learn more about operating a business through real-life applications was met by allowing students attend the job shadow. Finally, the help create a system that assists community members stay informed about different sales and specials going on at the store was met by implementing the Facebook page in the community and using S.A.L.S.A. as a reference for the materials to be posted on the page.

Through the involvement of members, the individuals can develop their professional, social, and practical business skills. Having members involved in the Partnership with Business Project helps people understand the importance of partnerships, as well as gives members insight just how important it is to support local businesses and a community. Partnerships like this are ultimately the overall objective of the organization that is the Future Business Leaders of America. Getting involved in an actual company's business directly shows FBLA

members how business' function and run. This prepares students to one day run their own business or be part of one.

Evaluation

To successfully conclude the partnership with business project for the year, the team decided it was necessary to evaluate the success of the project and the impact made on the school and the community. Before creating evaluations that Upton High School could take part of, Josie, Kade, and Riley met with Jaki, Buffy, and Carmen to discuss the success of the partnership. This meeting was the beginning of the two-part evaluation. Carmen, Jaki, and Buffy explained the logistics of the partnership: how they have and will benefit from the team's work, and how well the goals of the partnership were met. In regards to the benefits Joe's Food Center has received, Jaki explained how well the deli banner has worked in the grocery store. With the new deli banner, all of the prices aren't scattered anymore, as well as she's noticed how the number of price questions has reduced dramatically.

Next, to evaluate the students gained knowledge through the project, the committee members decided that Upton FBLA members would be invited to fill out a questionnaire about the project. For the questionnaire, members would be asked different questions about the project to help the committee understand what went well and what could be improved to ensure more project success. Out of the committee members, Yasmine Donner and Anna Lewis volunteered to create evaluation sheets for members to fill out. Upton FBLA advisor Karla Ludemann approved the project committee to share the evaluation form with the chapter members during the next FBLA meeting, scheduled for February 27th.

Through the student evaluation, the project could get another perspective on the results and impact. The evaluation sheets were passed out during the chapter meeting on February.

There, the chapter members in attendance were able to share the knowledge they gained while completing the partnership. Members also had the opportunity to share with the chapter their favorite part of the project and any impact that was made during the implementation. Many members that shared their favorite experience said that they enjoyed the Joe's Food Center Job Shadow the most because they were able to get a better understanding of what small businesses face. Another important factor of the evaluations was to recommend project changes if the project is to continue. The team was very impressed with the level of interest for the project in the means of changes for the project in the future. Individual students recommended that the partnership involve more events at the store, such as more job shadows in more of the management side of the store. Furthermore, connecting the students more with the business could create a stronger presence of students at the store. Both the final meeting with the Joe's Food Center staff and the student evaluation was very beneficial for the team to understand the success of their project.

In the big picture, the business partnership between Upton FBLA and Joe's Food Center was beneficial on both ends. Joe's Food Center received multiple resources of advertising, which is going to help their business. However, the greatest benefit of this partnership was the lessons and skills learned and acquired by Upton FBLA members. For the last year, the chapter has been part of Joe's Food Center, which fulfilled goals as FBLA students and personal goals as citizens and entrepreneurs. Through FBLA, the local students are striving to live the American Dream.