



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Restaurant Management

**INSTRUCTIONAL AREA**  
Economics

## **RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

### **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

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- Distinguish between economic goods and services.
- Determine factors affecting business risk.
- Explain the concept of competition.
- Explain factors that influence customer selection of food places and menu items.
- Demonstrate a customer service mindset.

## **EVENT SITUATION**

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You are to assume the role of the general manager for GRUB FACTORY, a full serve restaurant in a city of 100,000 people. The owner of the restaurant (judge) wants you to determine whether or not to continue offering customers the opportunity to watch all or most college football games on Saturdays and NFL games on Sundays.

GRUB FACTORY has a full menu of appetizers, chicken wings, burgers, sandwiches, salads and pizza. The restaurant also has a bar area with seating adjacent to the restaurant seating. GRUB FACTORY is a favorite among the community since it is locally owned. GRUB FACTORY, like six other restaurants in the city, has dozens of large screen televisions hung around the restaurant. On Saturdays, each television shows college football games. On Sundays, the televisions have the various NFL games. GRUB FACTORY pays a high premium for the rights involved with having access to and showing the college football and NFL games in the restaurant.

Unfortunately, the waitstaff has been reporting frustration with customers on Saturdays and Sundays. Fans of football show up early to claim a table, place an order and then do not leave the table until the game is over, typically three hours or more. The waitstaff often refills soft drinks and water, which have free refills, but the customers do not order anything more. Since GRUB FACTORY is a popular spot, especially on weekends, there is always a long wait-time for tables for families wanting to eat, but the tables are occupied by customers that are done eating and simply sitting and watching the games.

The owner (judge) wants you to determine if GRUB FACTORY should continue offering customers the space to watch college football games on Saturday and NFL games on Sundays.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE ROLE-PLAY CHARACTERIZATION**

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You are to assume the role of the owner of GRUB FACTORY, a full serve restaurant in a city of 100,000 people. You want the general manager (participant) to determine whether or not to continue offering customers the opportunity to watch all or most college football games on Saturdays and NFL games on Sundays.

GRUB FACTORY has a full menu of appetizers, chicken wings, burgers, sandwiches, salads and pizza. The restaurant also has a bar area with seating adjacent to the restaurant seating. GRUB FACTORY is a favorite among the community since it is locally owned. GRUB FACTORY, like six other restaurants in the city, has dozens of large screen televisions hung around the restaurant. On Saturdays, each television shows college football games. On Sundays, the televisions have the various NFL games. GRUB FACTORY pays a high premium for the rights involved with having access to and showing the college football and NFL games in the restaurant.

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You want the general manager (participant) to determine if GRUB FACTORY should continue offering customers the space to watch college football games on Saturday and NFL games on Sundays.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. How does your decision demonstrate our selling relationships?
2. How should we communicate your decision to the waitstaff?

Once the general manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the general manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



## RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES 2024

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: \_\_\_\_\_

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Economics

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Distinguish between economic goods and services?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Determine factors affecting business risk?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the concept of competition?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain factors that influence customer selection of food places and menu items?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Demonstrate a customer service mindset?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						