

Frankenstein's Freaky Foursomes

October 23rd 2010

Penn State Golf Courses

RPTM 356 – Programming in Recreation and Leisure Services

Kathleen Raupach, MS, CTRS

Agency Contact:

Joe Hughes, PGA General Manager/Head Golf Professional





Planners:

Adam Bresnehan
Adam Parisi
Andy Walkly
Jake Wagner
Michael Latham
Michael Shutte
Todd Moser
Timothy Dinich

Peer Mentor:

Andrew Hardin

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1. Introduction

The Frankenstein's Freaky Foursomes event planning group was comprised of eight students excited and eager to take the course and one peer mentor who previously took the course and did well enough that he was asked to come back and be a peer mentor. The group consisted of six individuals who were in the Professional Golf Management option, Commercial Recreation option, and an Outdoor Recreation option. With their distinct backgrounds, they collaborated and put together a very successful event at the Penn State Golf Courses.

a. **Event planners.**

Michael Shutte is from Allentown, PA and is an RPTM major and PGA Golf Management option. I enjoy playing any sport during my free time, as well as listen to music, play guitar, and spend time with family and friends. My interest in this activity is simple, I love golf! I feel most comfortable as a creative visionary. Two strengths I have are I am able to think on my feet quickly, as well as multitask. I am able to help nurture the team by making sure the team is always on the same page, as well as make sure team members communicate with each other without help.

Adam Parisi is from Holbrook, NY and is a RPTM major with a PGA Golf Management option. In his free time he likes to play golf with his friends. Adam chose this event because it is a golf event and he has worked closely with Joe before. The golf course is also an easily accessible place not too far from campus. Adam has worked closely doing sponsorships before so he feels comfortable going around to different companies asking for several donations. His strengths are his communication and organization. He will be able to maintain team relationships and effective communication. He also believes we need to be assertive when needed and relaxed when we have down time.

Andy Walkley is from Harwich, MA and is a RPTM Major with a PGA Golf Management Option. He is also pursuing a business minor. In his free time he likes to golf, go to the beach, play guitar, and watch football. What sparked his interest in this event is to gain more experience running golf events from start to finish. Andy would feel most comfortable as a creative visionary. His two strengths are lots of experience running golf events as well as being creative. Andy gets along well with others and will do his best to make sure everyone's happy and that any problems we have get resolved quickly.

Adam Bresnehan is from Butler, PA and is a RPTM major. During his free time he likes to play guitar. His interest in this event is that he enjoys playing golf and thinks it would be fun to organize a fun event around the sport. He would feel most comfortable as a creative visionary. His strengths are he is good at talking with people and is quick on his feet. He thinks he will be able to bring some fun to the group as well as a strong work ethic to make us effective.

Timothy Dinch is from Hamburg, PA and is a Business Management and RPTM major with a PGA Golf Management option. In his free time he likes to play golf as well as other sports, watch TV, play videogames, and listen to music. He chose this event because he loves the game of golf and would like to gain more experience running golf tournaments. He feels most comfortable as a communicator and creative visionary. His biggest strengths are his love for the game of golf and his ability to think outside the box. In order to contribute to and nurture an

effective team, Tim believes that he can act as a creative visionary which will help us with ideas for how to run the event. He also believes that he can act as a peer mediator amongst his fellow members when disagreements arise.

Jake Wagner is from Rochester, NY and is an RPTM major with a PGA Golf Management option. In his free time he enjoys playing golf, poker, video games, and hanging out with friends as well as fraternity brothers. He chose this event because he worked on internships at golf courses the last few summers, so running a tournament at the Penn State golf courses seemed extremely intriguing for him. Jake thinks he would be most effective as a creative visionary. His strengths are interpersonal skills and are very comfortable talking to new people. Jake thinks that I can nurture a healthy team by constantly contributing and helping anyone who is falling behind. He knows that if one person is slacking it can cause the entire group to fall.

Todd William Moser was born and raised in Danville, Pennsylvania. He is a dual major, majoring in Kinesiology and Professional Golf Management (RPTM). Todd will also have a minor in business. In his free time he enjoys playing and watching sports. In high school Todd played basketball, baseball, golf, and cross country. When he is home, Todd also likes to hunt and fish. He picked this particular event because he enjoys teaching and playing the game of golf. Also this event deals with his major and feels he could help a lot of students gain knowledge in the game of golf. One role Todd is most comfortable with is the organizing role. He feels he is very organized and will try to keep the team organized and make sure assignments are handed in on time. A couple strengths Todd brings to the team is he is very reliable and his schedule is flexible. He also has very good analytical and research skills which will help our team solve problems or look at things in a different perspective. As part of the team Todd will do his best to make sure we get things done on time and that our team is working to the best of its abilities.

Michael Latham is from Lansdale, PA and is a RPTM major with a Commercial REC option. Mike is also pursuing a business minor. In Mike's free time he enjoys playing baseball, watching football, and hanging out with friends. He chose to participate in this event because he enjoys playing and watching the game of golf. Mike thinks he is most effective as a creative visionary and organizer. His strengths are his strong work ethic and his ability to communicate well with others. He will do all he can to contribute effectively to the group.

Andrew Hardin was born in Bethlehem, Pennsylvania and is a senior majoring in RPTM, concentration in Golf Management. I am an avid golfer and racquetball player. I enjoyed conducting the Safari Golf event last spring and hope to coach an even harder working 356 squad this semester. I spend my free time watching the Phillies and Eagles, at the gym and at Greek events. I am always available for teammates and plan to be heavily involved in the planning process for this falls Golf Event. Get at it!

b. Operating Guidelines of our Team.

Working Together

The team's preliminary thoughts about how we should work are we should work like a family. We need to work through the stages of GROUP D. The team thinks that we should

always communicate on every possible situation. These situations could include helping a team member with a difficult assignment or even studying together for an exam. We should be very organized in every possible process of this team event. If we have questions our peer mentor will help.

Team members expect others to work hard and to complete assignments on time. Also, we expect to communicate well with each other, and no one takes the lazy route.

We expect our peer mentor to help us with whatever we need. If we do not understand something as a group, we anticipate our peer mentor will explain and offer suggestions as we move through this process.

We expect our agency contact to be available to talk with and meet with the group. We hope that he is willing to take the time to plan the event along with us. We also expect him to express his knowledge on how to make the event as successful as possible.

Some norms that our group would like to establish are to meet every week, at least once per week. We should make it a norm to check on teammates we know are completing assignments and ask if they need assistance. Another norm is for every member to show up to class every day. Finally, regular socials will really help our group come together and become a family.

Communication

Our team will assure all ideas are heard by making sure everyone has spoken on every topic. We will assess the group to see if anyone has alternative ideas.

We will communicate through every means possible, email, text messages, and calling one another. We expect everyone to respond in a timely manner in order to assure tasks are done effectively and quickly.

If someone cannot make it to class they should send an email to the group explaining why they will not be there. If they are not able to send an email in time a text message to the group or at least one member who will be in class will do. The team will take notes for that person and send them to the member who missed class.

Preventing Problems

Non-participation will be dealt amongst our group by recognizing that person during group time in class. We could also try giving them assignments that require less work to spark their effort. If serious problems occur, we will talk to our mentor, as well as Kathleen to let them know of the non-participation.

All three of these will be unacceptable and will be reflected in the process evaluation. Non-compliance will be less frowned upon but poor work quality work when other group participants are doing good work won't be tolerated. Procrastination is a bad group dynamic in any situation and it doesn't help with putting together a successful event. In order to help the members with these problems, we will pair them with members who are doing good work to help them become more efficient with the assignments they are asked to complete. If poor work quality continues, we will ask our mentor for further advice.

And if this does not have any effect on the slacker we will contact Kathleen for help. If they continue the group will immediately go to our mentor for help. If this does not have any effect on the problem member we will then go to Kathleen for help.

There is nothing else we would like to include at this time.

Summary

Our team would like to operate like a family. We must be close with one another and constantly communicate. We will be broken up into three committees: sponsorship, marketing, and logistics. We would like to think of these groups as relatives who we do not always see, but once a week come together to discuss how everything is going.

Each sub group will be responsible to communicate with one another more than with the rest of the group. These groups can be thought of like our immediate family. We are always around each other and working closely with each other. Each group has their own responsibilities and work that needs to be done. However we need to keep the whole group on the same page and updated. This is why the entire group will meet at least once per week, usually on Wednesdays, to discuss the progress being made.

Each class period when we meet our family will have the opportunity to discuss problems and ideas. Our group will operate by having each sub committee giving a quick update on their progress. This time will also give a chance for the rest of the group to check on the progress of other sub groups.

As far as assignments being completed and done on time, we will do our best to divide all assignments up so that each team member must complete the same amount. Each team member will be responsible for completing their assigned homework and sending it to the rest of the team a few nights prior to it being due. Each team member should be expecting emails from their teammates and respond in a timely fashion with advice or corrections. Once everyone has approved the assignment, we will then be able to submit it all on the same page.

By our group following these operating guidelines we will ensure a successful and fun event!

Rights & Responsibilities

We have the right to:

1. Have fun!
2. Be respected and act with integrity during our event.
3. Learn.
4. Plan an event.
5. Speak freely in an appropriate manner.

We are responsible to:

1. Be kind and respectful to one another.
2. Design, implement and evaluate a high quality community event.
3. To listen to what every group member has to say.
4. Do our work and attend class.

The three days and times that our team generally has availability for team meetings outside of class are:

- 1. Wednesday at 8:30**
- 2. Mondays at 8:30**
- 3. Thursdays at 8:30**

c. Description of the Event.

After a long discussion the team collaborated and decided to name the event Frankenstein's Freaky Foursomes. The theme for our event was Halloween because of the relevance to the actual holiday. The decorations on the golf course and in the clubhouse were all appropriate for the theme. The goals for the event were to make sure that all of participants have an enjoyable time on the golf course as well as to learn more about the game of golf. We also wanted the participants to become aware of junior golf programs that take place during the summer at The Penn State Golf Courses.

d. Date, time and location of the Event.



The event was located at the Penn State Golf Courses located just off the west side of the Penn State campus approximately 3 miles away. The date of our event was Saturday, October 23rd, 2010 from 9 a.m. – 12 p.m. It was located within the town of State College in Centre County, Pennsylvania.

e. Sponsoring Agency.

The sponsoring Agency is The Penn State Golf Courses. Our contact for the event was Joe Hughes, PGA Head Golf Professional and General Manager. The agency is located at 1523 West College Avenue, State College, PA 16801. Our event supports The Penn State Golf Courses by promoting junior golf programs in the summer.

f. Target Audience.

Our target audience was children within the ages of 8 to 15 years old, along with their parent/guardian in the local State College area.

g. Initial Brainstorm.

1. Some possible themes we are considering for our special golf event include Vegas/Casino, Olympics, NFL, Scary Movies, and Halloween. We figured because our

event is in late October it would be smart to base it on a Halloween theme. This is a general theme that appeals to people of all ages and interests.

2. The type of activity has already been decided to be a golf tournament at the Penn State Golf Courses. This will already appeal to a specific market of people who enjoy playing the game of golf. This way we will be able to incorporate golf related activities within the tournament that will get everyone excited. Some of this may include: closest to the pin (witch attached to flag), longest drive (closest to ghost in fairway), beat the zombie (PGM student dressed up)
3. We want our participants to enjoy 9 exciting holes on the Penn State Golf Courses. We want them to experience friendly competition within the game of golf, but most importantly, we want them to have fun. We could possibly incorporate some teaching clinics within the event if any players need help with certain aspects of their game. This way they will leave our event having enjoyed a round of golf and possibly learned new skills to improve their game. We feel that the most memorable aspect of our event will be the variety of themed activities throughout the 9 hole round.
4. We will guarantee our sponsorships that we will put on an extremely successful event that will positively reflect their name. We will advertise their company by using their name/logo on our promotional fliers. In exchange, we ask that they help improve our post golf reception by providing the service their company has to offer.
5. Assuming that we stick with the Halloween theme, we have come up with a variety of different names for our event. Some of these include: Haunted Holes of Halloween, Penn State Pumpkin Putts, Dr. Frankenstein's Freaky Foursomes, Ghostly Golfing, That was a Scary Shot, Night of the Living Shanks, Freaky Fairways, Dr. Frankenputts, Freddy Vs. Joe Hughes, The Last Exorcism of PSU, Haunted Holes of Happy Valley

2. Goals and Objectives

The **Sponsoring Agency** for our event is the Penn State Golf Course. The goal for our event is to increase awareness and skills of the participants in the game of golf. The **target population** for our event is children from the ages of 8 to 15 years old and their families. The **theme** for our event will be a Halloween party. There will be Halloween themed decorations on the greens and more.

Outcome Objective 1:

At least 75% of the participants attending our Halloween golf outing on the 23 of October, will demonstrate an increase in feeling closer to their child or parent measured by a survey at the conclusion of our event.

Outcome Objective 2:

At least 80% of the golfers participating in our event on October 23, will increase their knowledge on the rules in the game of golf measured by post assessments.

Outcome Objective 3:

At least 40% of the golfers engaging in our golf tournament on the 23 of October, will show an increase in interest for a golf membership determined by a survey completed by each golfer at the event.

Process Objective #1: *how event will benefit sponsoring organization*

Our Halloween golf event on the 23 of October will benefit the Penn State Golf Courses by generating interest in future play and potential memberships as measured by our survey given to the participants after the event.

Process Objective #2: *# of participants*

At least 50 participants will attend our Halloween golf outing on the 23 of October at the Penn State Golf Courses as measured registration records before the actual event takes place.

Process Objective #3: *promotional materials*

A) To promote our Halloween golf event on October 23, we will create 100 flyers and post them all around campus and at the Penn State Golf Courses as measured by our marketing plan.

B) We will create a public service announcement for our October 23 event to be aired on 3 local radio stations (WPSU, WOWIE 97.1, and 93.7 The Bus) by October 10 as measured in our marketing strategies.

C) We will talk to physical education teachers at local schools in the area to announce and promote our Halloween golf event on October 23 according to our marketing plan.

Process Objective #4: *budget proposal*

100 percent of our sponsorship money for our Halloween Event on the 23 of October, will be utilized for prizes, food, and entertainment for all participants in our budget plan.

Process Objective #5: *participant satisfaction*

At least 80 percent of participants in the October 23 Halloween golf outing will indicate satisfaction with our event as measured by a survey following the outing.

Process Objective #6: *volunteer help*

All the volunteers who helped with our Halloween golf event on the 23 of October, will receive a thank you letter as well as a complimentary picture of the event staff within one week after the event.

Process Objective #7: *solicitation of external donations or sponsors*

On October 16, 2010 one week prior to the event we will have at least ten sponsors measured by our sponsorship plan for our Halloween golf outing on October 23.

Process Objective #8: *2-3 other objectives of your choice*

At least 75 percent of volunteers will verbally acknowledge their good feelings about creating a fun time for the participants at the Halloween golf tournament held the 23 of October.

Process Objective #9:

By October 2, we will hold a group meeting at the Penn State Golf Courses to propose and discuss what themes and music will be used during our Halloween golf outing on the 23 of October according to our attendance records.

Process Objective #10:

All participants who dress accordingly for our Halloween golf extravaganza on October 23, will receive a raffle ticket for a special prize to be given at the end of our tournament measured by our committee members serving as judges.

3. Feasibility Analysis

After speaking with our agency contact, we as a team were able to get a good feel of our contact and his staff.

a. **Organizational Factors.**

i. **Agency Mission & Goals.**

The **Mission** of The Penn State Golf Courses is to “Provide an outstanding golf experience for the members, general public, and faculty, staff, and students of The Pennsylvania State University. Furthermore, we aim to provide an adequate golf outlet for athletic teams, university physical education classes, and charitable fund raising events. To be part of the educational experience that is provided by the university. By striving to give ‘Above and Beyond’ service to our customers and staff we will produce an environment that will produce the same image that Penn State University represents and strives to maintain.” –Penn State Golf Courses Employee Handbook

ii. **Agency Staffing.**

For this special event, Halloween Golf, our team will be collaborating with Joe Hughes the General Manager (PGA) of the Penn State Golf Courses.

Joe has been with Penn State Golf Courses since 2002. He has been a Class-A Member of the PGA since February 2001 and is a graduate of Penn State University's Professional Golf Management Program. In 2007, Joe received the College of Health & Human Development's "Emerging Professional Undergraduate Award". Joe has a strong background in teaching private and group lessons to men, women, juniors, and players of all skill levels. He has taught at the best golf facilities in the great state of Pennsylvania, including Shannopin Country Club and Nationwide Tour stop, Glenmaura National Golf Club.

Joe enjoys playing golf, fishing, and watching Penn State football in his free time. In addition to that, he enjoys spending time with his wife and his daughter.

Joe's current role at the Penn State Golf Courses is the General Manager of the facility. He oversees all golf and food and beverage operations at the facility. He is the Head Golf Professional and the man in charge.

Joe's interests are Golf, and his family. His strengths are teaching, and managing. He loves to do both and from what I can see, he does a very good job of both. Joe's main limitation at the courses is his budget. There are very tight spending limits he has to adhere to which limits his ability to make the golf course as good as it could be.

Joe's schedule is very flexible and has no problem meeting with our team whenever is needed. He understands his role because he has done this for a few years and is more than willing to set time aside for us. As long as we give him a few days notice he said there should be no problems.

Some additional staffing that might help us with this event are the assistant professionals, Brian Short and Steve Eskey. Along with the assistant professionals, the inside and outside golf staff will help us throughout the event by staging carts, allowing us to use their space, and so on.

After your event Joe was really helpful to our team when it came to equipment and supplies. He opened the entire facility to us and said that anything we needed we could have and he would assist with, he really gave us the keys to the facility while our event was unfolding, which was generous and helped out a bunch.

iii. **Supplies and Equipment Available.**

- All practice facilities including: putting and chipping greens and driving range.
- Any golf clubs needed for the event.
- Any training aids needed for the event.
- Any props that will be needed for instruction/play, including Birdie Golf
- Golf cars and equipment to aid setup/teardown and transportation.
- Television room in clubhouse to hold inside activities.
- A five hole loop (holes 14-18) on the Blue Course for participants to play
- Donation of free golf round and practice range coupons for prizes

After the event, we actually ended up getting more supplies than we thought we would for our event. Joe and his golf staff were able to provide us with clubs for participants who did not bring any to the event. Also, Joe was able to provide us with a loud speaker to make our introduction announcements. We had more than enough supplies in order to complete our event successfully.

b. **Needs Assessment.**

As a team we have decided that the target market for this event will be children in grades 3-4 and their families. Some of the things that will contribute to this demographic having a great experience are having everyone walking away feeling like a winner and providing a fun learning experience for them. The interest for the kids will be purely fun and for the adults it will be spending time with their families, safety, and teaching their kids the game. Some of the motivation there will be to participate in this event will be quality time with their families, prizes provided by sponsors of the event, and the love of the game.

After the event, we noticed that many of our participants had never played golf before. This was a challenge to us because many of them didn't have their own golf clubs, and showed up unprepared. In the future, we would have grouped together our participants based on skill level.

Sources that the agency regularly solicits for **sponsorship, donations and purchases** are

One of the primary agencies that the Penn State Golf Courses uses to assist in their operations is Prospector's Ribs. Prospector's regularly provides the food after a golf tournament at the facility. On occasion Subway will also donate subs to participants of a program held at the courses. Joe also said that agencies like Dick's Sporting Goods, Cici's Pizza, and grocery stores like Wegmans have donated gift cards and food in the past. Joe echoed the statements from class, saying that corporate agencies such as Wal-Mart and Wegmans only get a certain quota to give each month in donations so it is important to ask for them as soon as possible.

c. **External Inventory.**

Rain on the day of our event will force us to use our rain date. Weather could also be a factor if there is a frost delay which could cause us to have to start later than planned. In the event of inclement weather we will talk with Joe Hughes and decide within 24 hours if we are going to need use the rain date. We will need to watch the weather closely to decide what we are going to do. Joe Hughes will be the one to make the final decision. If he is unavailable for any reason the decision will fall in the hands of one of his assistant professionals. As a team we will call everybody who is supposed to come. If we find that we can't get in touch with a lot of people we could even send out an email. The golf course will have a heads up if people call the course to find out.

On the day of our event there are a few other Halloween themed events for kids. Shaver's creek is holding their annual fall festival which includes a haunted trail for kids. This event does start at noon so participants at our event should be able to do both if they wanted to.

That morning there is also a free autumn fest that is being held. As with Shavers Creek it starts after we should be done

We will pay attention to the daily collegian; the centre daily times, as well as various websites to keep track of other events that may be going on. Statecollege.com is a great place to get an idea of what events are going on in the community if you go to their event calendar.

After the event, the weather was definitely a benefit to our event. Even though it was cold at the beginning of our event, the sun decided to come out and provide great weather for Frankenstein's Freaky Foursomes. The only other factors that would have impacted our event were soccer games or other recreational activities the kids might have participated in.

d. **Program Related Research.**

Some past successful special events described by the agency was Safari Golf. The Event was done by our mentor's 356 group and they said it was very successful. He gave us a lot of ideas and how to set up the entire event. He told us what to do with everything from golf carts to the golf course set up. We are going to use the Penn State Blue course and use a 5-hole loop close to the clubhouse so it is easy for each team to get out and maneuver around the golf course. He said we will be able to use the blow up chipping game that everyone said was a lot of fun at the Safari Golf event. Mr. Hughes assured us that this is our event and he will cooperate and let us handle the entire set up and only interrupt when needed. Mr. Hughes was a great help and we all look forward to working with him from now up until the actual event.

In the past years, many events have been held that had similar structures to that which we are planning on hosting. Some examples of these events are a "Golfapalooza" in 2005, a "Spring Swing" in 2006, a "Tiger Golf" in 2008 and a "Tiger Golf Kickoff" and Halloween Golf Tournament in 2009. In the "Golfapalooza," success was found in the provision of many fun activities to choose from, even though the event had to be moved indoors because of unfavorable weather conditions. The "Spring Swing" was an overall successful event, but in the operations manual the team members suggested teaching golf etiquette during down time, in order to create more of a natural flow to the event. They also suggested having an organized introduction at each station as well. "Tiger Golf Kickoff" members mentioned being ready 30 minutes early on the day of the event, and notably stressed its importance to any other event coordinators who might read their operations manual down the road. The "Tiger Golf Kickoff" made it a point to target sponsors throughout the planning process, but still felt that they could have (and should have) been more hasty about hitting the sponsorship trail earlier, which was a glaringly common suggestion theme in all the operations manuals. All these positives and negatives about these past events can be directly applied to our planning and executing process for our event. The ones that really seem to stand out the most are being completely ready 30 minutes early and being extra aggressive early in the sponsorship-seeking process. By understanding the importance of these aspects, our preparation will be that much more solidified and we won't find ourselves frantically running around trying to get things done at the last minute. Looking back into the past events' operations manuals was a big help in providing suggestions and ideas to keep in consideration as we plan for the event.

4. Management Plan

Our team split up into three different committees to delegate responsibilities. These included the marketing, sponsorship, and logistics committee. We established a management plan by breaking up all of our tasks within the three committees. We then divided those responsibilities between the members of each committee. In addition to this, we developed a target date for each task at hand. This helped us stay organized in the event planning process.

a. Committee Structure.

Marketing Committee:

Adam Bresnehan
Timothy Dinich
Jake Wagner

Sponsorship Committee:

Adam Parisi
Todd Moser

Logistics Committee:

Michael Latham
Andy Walkley
Michael Shutte



b. Committee Responsibilities / Planning & Implementation Steps.

SPONSORSHIP COMMITTEE Management Plan				
Planning / Implementation Steps	Person Responsible	Target Date	Completion Date	Comments
Arrange for benefit money to go to charitable organization	TM /AP	N/A	N/A	It's a non-profit event.
Arrange for or pick up donations	TM /AP	10/16	10/23	We will start picking up donations on the week prior to the event. We will also have donations sent to us on the course (for example food deliveries).
Coordinate procedures for sales, registration fees, etc	TM /AP	10/1	10/23	We are accepting registration fees now until the tournament. We will also accept walk ins on that particular day if participants cancel or not show up.
Determine agencies / companies to solicit for donations	TM /AP	10/8	10/16	Adam and I are going to solicit for donations starting the week of October 1 and hope to have all our sponsors by 8.
Develop event budget (use Excel template)	TM /AP	10/8	10/16	We will develop a budget by October 8 and hope to be completed by the 16 of October.
Develop secure system for collecting money, tickets, etc.	TM /AP	10/1	10/22	We will collect money and tickets for our event daily and hope to have everything collected before our event takes place.
Draft sponsorship letter	TM /AP	9/27	9/29	Our sponsor letter is completed.

Figure out sponsors that appeal to target audience	TM /AP	10/5	10/16	We are going to talk about what sponsors will be good for our event by the middle of this week.
Get approval for sponsorship letter from instructors and agency	TM /AP	9/29	10/4	We will be getting our sponsorship letters back in class on the 4 of October.
Project financial forecast and risk	TM /AP	10/16	10/22	Have a backup plan by the 16 and then check on financial situation before the event.
Secure sufficient change for cash box	TM /AP	10/20	10/22	We hope to have change in our cash box before the event .
Solicit sponsors	TM /AP	10/4	10/16	Adam and I will solicit sponsors during the time period between October 4-16.
Solicit, select, and arrange with food, beverage, merchandise vendors	TM /AP	10/4	10/16	Adam and I will solicit for various types of donations: food and beverages, coupons, etc.
Sponsorship letter on letterhead, mail	TM /AP	10/4	10/16	We will try to see our potential sponsors personally rather than mailing out the sponsorship letter.
Track expenses	TM /AP	10/4	10/23	Adam and I will keep a detailed list of expenses and track when we received each expense.
Track value of in-kind services (both material and volunteer time)	TM /AP	10/16	10/20	We hope to have our staff and volunteer committee ready to go for the day of the event.
Work with logistics committee on incentives for completing	TM /AP	10/4	10/22	Our sponsorship committee

evaluations				will work with all the committees so we stay on track and organized.
Work with marketing committee on promoting sponsors, incentives	TM /AP	10/4	10/22	Our sponsorship committee will work with all the committees so we stay on track and organized.
Write thank you letters to all sponsors, volunteers	TM /AP	10/25	10/30	We said in our sponsorship letter that we would send them thank you letters in the mail within a week.
Keep copies of all receipts	TM /AP	Daily	10/30	We will keep our receipts in a folder as we receive them. Also I will review them after the tournament is held.

MARKETING COMMITTEE Management Plan

Planning / Implementation Steps	Person Responsible	Target Date	Completion Date	Comments
Assign someone to take photographs	Tim	10/15		
Coordinate hanging of banners and road signs	Tim	10/15		
Coordinate with local papers to advertise	Tim	10/10		
Coordinate with TV stations, radio for live broadcast or Public Service Announcements.	Tim	10/10		
Create ID for team members, volunteers	Tim	10/20		
Design and distribute signs for before and during event	Tim	10/15		
Design promotional materials (brochures, posters, flyers)	Tim	10/10		
Design registration form	Tim	10/10		
Determine marketing venues	Tim	10/10		
Determine what types of promotion will best fit your event	Tim	10/7		
Develop logos for posters, T-shirts, etc.	Adam	10/15		
Distribute registration forms to participants	Adam	10/10		
Distribute T-shirts, incentives	Adam	10/10		
Establish a limit on number of participants	Adam	10/12		
Establish date and time to sell tickets (if necessary)		N/A		
Establish media contacts	Adam	10/10		
Establish the event theme	Adam	10/6		
Generate list of potential radio, TV, newspaper, media venues	Adam	10/10		
Get approval of promotional materials from Instructors	Adam	10/10		
Get approval of promotional materials from Sponsoring Agency	Adam	10/10		
Information booth -- design and set up	Adam	10/20		
Invite / schedule media for coverage	Jake	10/10		
Letter on letter head	Jake	10/15		
Post site map at event and on appropriate promo materials	Jake	10/10		
Receive registrations, use for necessary planning	Jake	10/20		
Make arrangements for t-shirts	Jake	10/10		

MARKETING COMMITTEE Management Plan, continued				
Planning / Implementation Steps	<i>Person Responsible</i>	Target Date	Completion Date	Comments
Work with sponsoring committee on solicitation in-kind donations for media	Jake	10/10		
Work with sponsorship committee on promoting sponsors, incentives	Jake	10/10		
Write and distribute news releases	Jake	10/10		
Create poster of schedule of events for participants	Jake	10/20		
Create poster of Participant Rights and Responsibilities	Jake	10/20		

LOGISTICS COMMITTEE Management Plan				
Planning / Implementation Steps	Person Responsible	Target Date	Completion Date	Comments
Arrange for 1st aid, lost children, lost and found	MS	10/17		
Arrange for refrigeration, cooking equipment	MS	10/17		
Assign and schedule volunteers	ML	10/20		
Brief all volunteers on key areas (1st aid, lost kids, etc.)	ML	10/20		
Communicate equipment and supplies list to finance committee	AW	10/20		
Coordinate communication for event (phone, walkie-talkie, etc)	MS	10/20		
Coordinate police and road closures	ML	10/17		
Coordinate with other committees for event layout	AW	10/17		
Coordinate with other committees for incentives	AW	10/17		
Coordinate with other committees on # participants, incentives	AW	10/17		
Create and distribute participant survey	ML	10/20		
Create and distribute volunteer survey	ML	10/20		
Determine accessibility of site	MS	10/5	10/5	Already completed
Determine activity modifications / adaptations	AW	10/5	10/5	
Determine age groups for activities	AW	10/5	10/5	Already completed
Determine and ensure adequate lighting	MS	10/20		
Determine and ensure adequate toilet facilities	MS	10/5	10/5	Already completed
Determine electrical needs	MS	10/17		
Determine site needs for activities	MS	10/17		
Determine Target Audience	AW	10/5	10/5	Already completed
Determine volunteer / person power needs for stations	ML	10/20		
Develop event schedule	AW	10/5	10/5	
Develop job descriptions for volunteers	ML	10/20		
Develop post event breakdown schedule	ML	10/20		

LOGISTICS COMMITTEE Management Plan, continued

Planning / Implementation Steps	Person Responsible	Target Date	Completion Date	Comments
Ensure adequate parking for event	MS	10/5	10/5	Already completed
Finalize Event Goal	ML	10/17		
Finalize Event Outcome Objectives	ML	10/17		
Finalize Event Process Objectives	ML	10/17		
Have emergency numbers available at the event	MS	10/20		
Inform police, emergency officials of event	AW	10/17		
Inspect site after event to make sure in better condition then when started	MS	10/23		
Make a supplies / materials list	AW	10/17		
Make an equipment needs list (chairs, tables, etc.)	AW	10/17		
Make arrangements for on-site delivery	ML	10/20		
Make plan for garbage and recycling	ML	10/20		
Map -- draw a map to include parking, activities, toilets, etc.	MS	10/20		
Plan, organize and schedule event activities	AW	10/17		
Provide volunteer orientation / training	AW	10/20		
Reserve site	MS	10/5	10/5	Already completed
Set date and time for event (consider weather conditions)	AW	10/5	10/5	Already completed
Set up information / registration booth	AW	10/20		
Test equipment to make sure working properly	MS	10/20		
Track compliments, complaints, suggestions	ML	10/20		

5. Sponsorship Plan

The sponsorship committee consisted of Adam Parisi, Todd Moser, and Jake Wagner. Our goal for the sponsorship committee was to start soliciting sponsorships early so we wouldn't fall behind. Our committee was dedicated and went to many stores and restaurants ended up getting a total of 22 sponsors for our event. With our sponsorships giving us sponsors they helped us to provided lunch for our participants as well as gifts for everyone that participated in our golf event.

- b. **List of Sponsors** – Here is an excel sheet with a full list of sponsors that donated for our golf event.

Business Name	Contact Person	Phone Number	Donations
Halloween Adventure	Dave Prout	814-404-5170	Coupons / \$20.00
Denny's	Jean-Paul Muramira	814-238-1644	4 Grand Slam Coupons
Sheetz	Beverly	814-238-3278	\$25.00 Gift Card
Northland Bowling Alley	Kim	814-237-1500	(20) Buy One Get One Free Coupons
Kildares	Craig	814-272-0038	box of food
Hallmark	Dee	814-867-0744	Kids Prizes
College Buffet	N/A	814-278-8000	\$20.00 Gift Card
Red Lobster	Matt	814-867-3867	(4) \$5.00 Gift Cards
Olive Garden	Farrah	814-861-1620	\$25.00 Gift Card
Perkins	Russ Night	814-235-1962	2 Mini Muffin Baskets
Honeybaked Ham	Tim	814-272-4267	(2) \$25.00 gift certificates
Little Ceasers	Tom	814-272-5100	Gift Certificate
Eat'n Park	Kenny	814-231-8559	\$15 Dollars Worth of Baked Goods
Applebees	Adam	814-235-3890	(2) \$10.00 Gift Certificates
Quiznos	Nick Severano	814-308-8352	\$25.00 Gift Card
Wings Over Happy Valley	John Street	814-237-5700	6 Pounds of Boneless Wings / Cups
Gumbys	Matt Yadgier	814-234-4862	8 Cheese Pizzas
Corrinados	Mark Regopoulos	814-234-1606	(2) Cheese Pizzas
PSU Golf Course	Joe Hughes	814-865-4653	Range Balls, Lessons, Rounds of Golf
Whitenight's Market	Harold Whitenight	570-275-5698	13 Pumpkins / 7 Mums
Super Cuts	N/A	814-278-1909	Gift Cards
Herwigs	Brandy	814-238-0200	\$25.00 Gift Card

1. Dave Prout, the owner of **Halloween Adventure**, 814-404-5170, donated coupons that would take off a certain amount of money if you bought so many items at his store. I thought this was good fit for our golf tournament because it was Halloween based and it would be a great prize for the kids in the sense that Halloween was one week after our event. He also gave us \$20.00 to spend in the store for decorations. The business is located on 19 Colonnade Way, State College, PA 16803.
2. Jean-Paul, the owner of **Denny's**, 814-238-1644, donated 4 coupons that would guarantee a free grand slam meal and these four coupons were valued at \$20.00. These prizes were used as one of the gifts in the Halloween pumpkins that we gave to each kid. I thought this was a great

sponsorship because it's a sit down restaurant where you could go with your family. This business is located on 1860 North Atherton Street, State College, PA, 16803.

3. Beverly, the owner of **Sheetz's**, 814-238-3278, donated a gift card that was valued at \$25.00. The nature of this business is a gas station where you can order a variety of different to go meals as well as grab a cup of coffee or just stopping in to get gas. I thought this was a good prize for the tournament in the fact that it is a quick and easy place to grab something to eat and there is a variety of candy to choose from for the kids. This particular Sheet's store is located on 1781 North Atherton Street, State College, PA, 16803.
4. Kim, who is the owner of the **Northland Bowling Alley**, 814-237-1500, donated 20 coupons that were buy one game of bowling get the next game free and they valued at \$30.00. The nature of the bowling alley is where many kids and families could go relax and have a fun night of bowling. I thought this was a great business to sponsor because we were running a parent-child event and every participant could receive a coupon because we received so many. Northland Bowling Alley is located on 1521 Martin Street, State College, PA, 16803.
5. Craig, the owner of **Kildare's Pub**, 814-272-0038, donated two boxes of chips that were worth around \$25.00. These boxes of chips were a big help in the fact that we put chips in all of the golf carts before the golf tournament started and we also used them for lunch with the pizza and wings. The nature of this business is a bar and restaurant that is not necessarily for kids but our main goal in getting sponsors from this company were strictly for food only. This sponsorship didn't really fit well with our themed event but they helped us out the best that they could. Kildares is located on 538 East College Avenue, State College, PA, 16801
6. Dee, the owner of **Hallmark**, 814-867-0744, donated many kid prizes that were valued around \$15 dollar. She gave us a lot of little things from ornaments, to kids' books, and many other odds and ends that we placed in the participants' pumpkins. The nature of this store is for family and you can receive many gift items for the holidays such as birthdays, Christmas, and Halloween. Hallmark is located on 1637 North Atherton Street, State College, PA 16803.
7. For this certain sponsorship, **College Buffet**, 814-278-8000, the owner wasn't present and wasn't able to give us his or her name but the person working there gave us a coupon that was valued at \$20.00 for their restaurant. The nature of this restaurant is a buffet with many items on the buffet line mainly featuring Chinese foods. This business was nice enough to give us a donation and we used this as one of the prizes at the end of the golf tournament. College Buffet is located on 1631 North Atherton Street, State College, PA, 16803.
8. Matt, the restaurant owner of **Red Lobster**, 814-867-3867, donated four coupons to his restaurant that were valued at \$20.00 each being worth five. The nature of this restaurant is a family style sit down restaurant where you and your family could come and enjoy a wonderful prestigious meal of seafood. We handed the four coupons out to the participants at the end of the golf tournament for winning the tee prizes out on the course such as longest drive, closest to the spider, and closest to the pin. Red Lobster is located 1670 North Atherton Street, State College, PA, 16803
9. Farrah, the restaurant manager of **Olive Garden**, 814-861-1620, was nice enough to donate a \$25.00 dollar coupon to their restaurant. The nature of this restaurant is an Italian style restaurant where you can take your family for a nice sit down dinner. This coupon was handed out to the participant who colored the best Frankenstein on the back of our surveys. Olive Garden is located on 1945 Waddle Road, State College, PA 16803.
10. Russ Night, the owner of the restaurant of **Perkins**, 814-235-1962, donated two mini muffin baskets for our golf event. This was a big help and the participants enjoyed having these muffins

more breakfast before they went out and played on the course. The nature of this restaurant is a family oriented place where you can go and sit down with family for a nice brunch. These muffins helped feed the participants of the tournament before they played their round of golf and is located on 1661 South Atherton Street, State College, PA 16803.

11. Tim, the main owner of **Honeybaked Ham**, 814-272-4267, was one of the more generous sponsors and he donated two \$25.00 gift cards valuing at a total of \$50 dollars. The nature of this restaurant specializes in ham and provides State College with some of the best deals on Ham. This was a good prize in the fact that they could use the gift card to buy plenty of food and there is a variety of choices to choose from. Honeybaked Ham is located on 1724 South Atherton Street, State College, PA 16803.
12. Kenny, the owner of **Eat'n Park**, 814-231-8559, was nice enough to donate two baskets of baked goods that were worth \$15.00. The nature of this store specializes in breakfast and is a wonderful place to take your family to sit down and have a nice meal. The donations very beneficial and helped us feed the participants in the morning before they played in the golf outing. The participants seemed to like the basket of baked goods and this store is located on 1617 North Atherton Street, State College, PA 16803.
13. Adam, the restaurant manager of **Applebee's**, 814-235-3890, donated two \$10.00 gift certificates that valued at a total of \$20.00. The nature of this restaurant is a sit down, family style where you can either go to the bar and watch a sports game or sit with your family and enjoy a great meal. These two ten dollar gift cards were given as prizes to the kids at the end of the golf outing. Applebee's is located on 12 Colonnade Way, State College, PA 16803.
14. **Quiznos**, 814-237-5700, owned by Nick Severano, was more than generous and donated a \$25.00 gift certificate to this store. The nature of this restaurant is based around styles of hoagies and subs. It is more of a healthy fast food place and is a quick and easy place to grab something to eat. This gift card was given to one of the top three teams that finished in the golf outing. Quiznos is located on 317 East Beaver Avenue, State College, PA, 16803.
15. John Street, the owner of **Wing's Over Happy Valley**, 814-237-5700, was kind enough to donate six pounds of boneless Buffalo wings and cups for our beverages. This meal valued in around \$60.00 worth of food donations. This was one of the best sponsors we had in the fact that this sponsor provided us with lunch for the participants after they got done golfing. The nature of this restaurant is a delivery or pick up only and many kids enjoy eating wings so we thought this was a perfect fit for lunch. Wing's Over Happy Valley is located in the state college area found on 536 Westerly Parkway, State College, PA 16801.
16. Matt Yadgier, the owner of **Gumby's Pizza**, 814-234-4862, was one of, if not, the biggest sponsor we had. They donated 10 pizzas including: six cheese and four pepperoni. The total of the ten pizzas valued around \$90.00 and helped us feed all 40 participants, the staff working the event, and the volunteers. The nature of this business is a pizza place that is known for the cheese stix called pokey stix. Without this donation we wouldn't have been able to feed our participants at our event. Gumby's Pizza is located on 300 South Pugh Street #101, State College, PA, 16803.
17. Mark Regopoulos, the owner of **Corrinados Pizza**, 814-234-1606, donated two cheese pizzas that were worth \$15.00 in value. The nature and main focus of this restaurant is pizza and it is a fairly new restaurant so we decided this would be a good fit because we could spread the word about his new business. This donation helped us feed the volunteers. Even though they forgot to make the pizzas on time they still let us come and get the pizza for our volunteers. Corrinados is located on 114 Hetzel Street, State College, PA, 16801

18. Joe Hughes, the Head Golf Professional at the *Penn State Blue and White golf courses*, 814-234-1606, was our sponsoring agency contact and our golf event took place at this course. He was more the generous to let us utilize the golf course and he also donated two free rounds of golf, two private lessons, and free range balls for everyone which was valued at \$200.00. These prizes were given to the top two place finishers in the tournament. The nature of these two golf courses is to bring family together and promote the game of golf. We couldn't have done this event with the sponsorship of these golf courses and the help of our sponsoring agent Joe Hughes. This course is located on 1523 West College Avenue, State College, PA, 16803.
19. Harold Whitenight, the owner of *Whitenight's Market* in located in central PA, 570-275-5698, was kind enough to donate 13 pumpkins and 7 mums. These donations were very crucial in our event because they were used to decorate the entrance of the course and used for tee boxes during the event. The Penn State Golf Courses were happy and kept these decorations up until the remaining of the season. The nature of going and getting these donations were strictly for decoration purposes only. Whitenight's Market is located on 2700 Sunbury Road, Danville, PA, 17821.
20. *Super Cuts*, 817-278-1909, was also another sponsor that donated to our event. They donated a number of gift cards that would take off 2.00 of a haircut or hair product in the store. All of the coupons they donated valued in around \$20.00. Then nature of this store is for giving haircuts and we figured this would be a good prize for all of the participants to have. Super Cuts is located on 2030 North Atherton Street, State College, PA 16803.
21. Brandy, the owner of *Herwig's Austrian Bistro*, 814-238-0200, donated a gift card that was worth \$25.00 to their restaurant. This is a restaurant with many Austrian dishes and food items. We used this gift card as a prize given to one of the participants at the end of our golf outing. Herwig's Austrian Bistro is located on West College Avenue, State College, PA 16801.

- c. **List of Non-Sponsors** – While soliciting sponsors we received a number of sponsors but at the same time there were some stores that still wouldn't donate. A majority of the Sponsors that didn't sponsor us were big corporations that we would have had to go online and fill our surveys. Here is a list of business that didn't contribute and sponsor our event:

- C.C. Peppers
- Texas Roadhouse
- Highway Pizza
- Champs
- Weis
- Giant
- Ruby Tuesdays
- Subway
- Dunkin Donuts
- Are "U" Hungry
- Jimmie Johns

a. **Sponsorship Letters.**

September 29, 2010

Dear Business Owner,

As team of students in Recreation Park and Tourism Management RPTM 356 class, *Programming in Recreation and Leisure Services*, we are seeking your sponsorship for ***Frankenstein's Freaky Foursomes***, a Halloween themed parent-child golfing event that we are planning as a class project. The mission of the Penn State Golf Courses is to provide our participants with high quality service not only meeting their expectations but also take pride in exceeding them. This 5-hole parent-child golf tournament will be on Saturday, October 23 from 9 a.m. until noon. We expect 50 participants to enjoy learning the game of golf in a fun Halloween theme.

We kindly ask that you consider sponsoring our ***Frankenstein's Freaky Foursomes***. With donations, we will be able to offer prizes, refreshments, and entertainment for our participants. This is a unique golf outing because it is a non-profit event, which is rare in the golfing industry. There are many benefits to sponsoring our event, including your name displayed on a highly visible sponsor board at the registration table and a sign on one of the tee boxes. By having your name associated with our event, this will only help your agency draw more customers to your business. We are specifically seeking food, beverages, gift certificates, prizes, silverware, plates, inexpensive or overstocked electronics, signs, banners, and cash donations to purchase items. By donating to our event, your business will get their name out into the community as well as benefitting a worthy function. We will be sending out thank-you letters to our sponsors upon completion of our event.

Once again, we kindly ask that you would consider sponsoring our ***Frankenstein's Freaky Foursomes***. We appreciate your consideration in this matter and hope you may be able to assist in making this event as successful as possible. We will follow-up with you within a week.

Sincerely,

Todd Moser
Sponsorship Team
(570) 441-0786
twm5106@psu.edu

Adam Parisi
Sponsorship Team
(631) 974-0205
adp5102@psu.edu

Joe Hughes
Head Golf Professional
(814) 863-0254
jdh174@psu.edu

b. Thank You Letters.

Business Name
Address Line 1
Address Line 2

Date

Dear Business Owner,

The *Frankenstein's Freaky Foursomes* team of RPTM 356 would like to thank you for your support and involvement in our parent-child golf event that took place on October 23rd, 2010. Your donation of *insert donation here*, valued at *blank*, was not only a key factor in the success of our event; it helped raise awareness of the membership opportunities and other events held at the Penn State Golf Courses. Business Owner was recognized by many of the participants and their parents as an awesome sponsor for this golf event. The Penn State Golf Courses and the department of Recreation, Parks and Tourism Management would also like to thank you for donating to *Frankenstein's Freaky Foursomes*. Your support has made the first Penn State junior golf event of the season possible!

We were proud to recognize business owner at our event because not only was your logo an appealing addition to our sponsor's banner, many of the kids complemented on the donation received to their parents and to those in charge of the event. Looking back the most exciting part of our event was the incredible accommodations and support we received from our sponsors; your support helped make this golf event possible! Thanks again to the Jimmy John's staff for helping make *Frankenstein's Freaky Foursomes* a successful event.

Sincerely,

Adam Parisi

Michael Shutte

Tim Dinich

Andy Walkley

Michael Latham

Jacob Wagner

Adam Bresnehan

Todd Moser

Andrew Hardin

Joe Hughes
Head Golf Professional

Volunteers

Date

Dear *Volunteers Name*

The *Frankenstein's Freaky Foursomes* team of RPTM 356 would like to thank you for your involvement in our parent-child golf event that took place on October 23rd, 2010. Your support during the *responsibility held at our event* really helped our group *how*?

Thank you for coming on time our team is very pleased with the assistance we received from our volunteers. At the event we felt like you were really a part of our team! In addition, we would like to recognize the energy and effort that the volunteers put forth at *Frankenstein's Freaky Foursomes*. Some of the participants and parents really enjoyed the personalities and enthusiasm of the volunteers. We are very pleased with 5+ hours of efforts you put forth and personally look forward to working with you in the future!

Sincerely,

Adam Parisi

Michael Shutte

Tim Dinich

Andy Walkley

Michael Latham

Jacob Wagner

Adam Bresnehan

Todd Moser

Andrew Hardin

Joe Hughes

Head Golf Professional

Date

Dear Joe,

The *Frankenstein's Freaky Foursomes* team of RPTM 356 would like to thank you for support and involvement in our junior golf event that took place on October 23rd, 2010. Your venue made our event possible and we greatly appreciate the staff at the courses adjusting their schedules on behalf of our event.

However, we would specifically like to recognize your continuous efforts and contributions throughout this semester that have made planning this event enjoyable for everyone in the group. We appreciate the feedback you have provided in our assignments and thought it was awesome that you were able to meet with our group outside of class as well as willing enough to come to a few classes to check on our progress and work with the team through the planning stages. The *Frankenstein's Freaky Foursomes* really appreciates your commitment to this event and thanks you for all of the support and ideas you have provided us throughout the planning process.

We hope *Frankenstein's Freaky Foursomes* was an event to be remembered for everyone involved and are confident its unpredictable and lively theme will be considered for future golf events both in and out of RPTM 356. Thanks again for all of your support Joe!

Sincerely,

Adam Parisi

Michael Shutte

Tim Dinich

Andy Walkley

Michael Latham

Jacob Wagner

Adam Bresnehan

Todd Moser

Andrew Hardin

6. Marketing Plan

Our team's marketing was an overall success because of several factors. The first of these was the fact that our agency contact was Joe Hughes, and as the PSU Golf Courses club pro, he had valuable resources and connections that we could utilize to reach out to our desired targeted population. We also attempted to put a lot of detail into our flyer design, hoping that it would be catchy and appealing to both the kids and the parents potentially interested in attending our event. However, even with these two important factors already mapped out in our planning, the most important aspect of our marketing scheme was the simple concept of making sure we utilized our resources (the fliers and Joe's position/connections) in the most effective and results-rendering way. It took us a while to get the ball rolling, but by the event our quota was met and we successfully executed a fruitful marketing plan.

a. Description of Strategies Used.

In regards to our marketing strategies, we simplified the overall process but specifically and effectively strategized in ways that reached our target markets successfully. To start, we knew that the best way of reaching the kids would be to target them in their elementary schools. Tim and Adam B. took time out of their busy schedules and went to a few elementary schools within the State College Area School District to pass out fliers and to inform children about the event during gym classes (public relations strategy).

Our second and third main means of marketing (falling under the electronic media strategy) consisted of fully utilizing our agency contact, Joe Hughes. He informed us that we could reach our demographics through email, because he had two databases he could reach about the event. The first database consisted of all the people previously involved with the PSU Golf Course's junior golf program. The second database consisted of simply all the golf course members. By sending emails informing all of these people about the event, we reached a large number (roughly 4350) of people who were previously interested in the game of golf and some of whom had children within our target age.

Fourth, we had Joe Hughes display our fliers at the clubhouse of the PSU Golf Courses (display media strategy). We figured that it would be effective to have them exhibited at the site of the event, so that passerby's might catch a glimpse of them and be interested in attending the event.

Fifth, Tim and Adam B. were also able to target local radio stations and they were able to get a bunch of people to sign up for the event due to that. We figured that this would be effective because a lot of people listen to the local radio stations on their way to and from work in the mornings.

b. Marketing Plan.

Marketing Plan for FRANKENSTEIN'S FREAKY FOURSOMES

Promotional Process Objective:

Promotional activities / materials.

A) To promote our Halloween golf event on October 23, we will create 100 flyers and post them at the Penn State Golf Courses. We also plan to contact Wendy Williams and have her send the flyer to the faculty/staff ListServe.measured as measured by our marketing plan.

B) We will create a public service announcement for our October 23 event to be aired on 3 local radio stations (WPSU, WOWY 97.1, and 93.7 The Bus) by October 15 as measured in our marketing strategies.

C) We will talk to physical education teachers at local schools in the area to announce and promote our Halloween golf event on October 23 according to our marketing plan.

Promotion Budget:

Our agency contact has offered to post our flyers at the golf course as well as send send the flyers electronically to his membership's List Serve.

Promotional Strategies:

Business	Contact Person	Phone	e-mail / webpage	Deadline	Person Responsible	Completion Date
Penn State Golf Courses Membership List serve	Contact person here would be Joe Hughes.	814-865-4653	jdhl74@psu.edu	10/22/10	Tim & Adam	10/05/10
Penn State University Faculty List serve	Wendy Williams is contact for HHD college.	814-865-1428	wlw6@psu.edu healthhd@psu.edu	10/22/10	Tim & Adam	10/12/10
WOWY 97.1	Grant Armstrong	814-238-9736	wowycfe@aol.com	10/22/10	Tim & Adam	10/15/10
Business	Contact Person	Phone	e-mail / webpage	Deadline	Person Responsible	Completion Date
Penn State Golf Courses	Joe Hughes	814-865-4653	jdhl74@psu.edu	10/22/10	Tim & Adam	10/8/10
State College & Bellefonte YMCAs	Cameron Frantz-SC Rachel Fetzer- Bellefonte	237-7717- Cameron 814-355-5551- Rachel	cfrantz@ymcaofcentrecounty.org rfetzer@ymcaofcentrecounty.org	10/22/10	Tim & Adam	10/15/10
State College School District	Paul Wright- Ferguson Elementary Ms. Nicholson- Park Forest Elementary Andy Lloyd-Gray's Woods Elementary Mrs. Constable- Lemont	814-231-4119 814-231-5010 814-272-8116 814-231-5034	pww12@scasd.org snl1@scasd.org ajl11@scasd.org sjc11@scasd.org	10/22/10	Tim & Adam	10/15/10

	Elementary					
Business	Contact Person	Phone	e-mail / webpage	Deadline	Person Responsible	Completion Date
Business	Contact Person	Phone	e-mail / webpage	Deadline	Person Responsible	Completion Date
State College School District	Paul Wright- Ferguson Elementary	814-231-4119	pww12@scasd.org	10/22/10	Tim & Adam	10/15/10
	Ms. Nicholson- Park Forest Elementary	814-231-5010	sn11@scasd.org			
	Andy Lloyd-Gray's Woods Elementary	814-272-8116	ajl11@scasd.org			
	Mrs. Constable- Lemont Elementary	814-231-5034	sjc11@scasd.org			

Promotional Materials.

Frankenstein's Freaky Foursomes



Come join us for a **GHOSTLY FAMILY GOLF OUTING!**

- At the Penn State Blue Course
- Saturday, October 23rd 9:00 am – Noon
(rain date is scheduled for Sunday Oct. 24th from noon-3pm)
- Parent/Guardian & Child Event (Child = Anyone under the age of 18)
- This event is **FREE** so bring the family down and brace yourself for a **GHOSTLY GOOD TIME**
- **FREE** Lunch, Golf, Golf Car, Rental Clubs, & Golf Tips Provided!!
- Spots are limited and are on a first come, first serve bases, so please pre-register before Wednesday, October 20th

To Sign -Up or For More Details Please Contact:
Tim Dinich: (610)-781-3168 - tdd5022@psu.edu
Adam Bresnehan: (724)-822-8792 - aib5333@psu.edu

This event is being planned and implemented by Penn State Recreation, Park and Tourism Management
356 students in collaboration with Penn State Golf Courses



This PSA was run by Grant Armstrong on WOWY 97.1 and a few of their subordinate radio stations on October 15, 16, 17, and 18 several times throughout those days.

Hi all of our listeners out there, we'd like to make a public service announcement concerning a free Halloween themed parent/child golf tournament that is being planned and implemented by Penn State students in collaboration with the Penn State Golf Courses. The tournament is called Frankenstein's Freaky Foursomes and it will be held at the Penn State Blue Course on the morning of October 23rd from 9am until 12pm with the rain date being the following day from noon until 3pm. Again we would like to mention that the event is being promoted to parent/child teams and the event is FREE, which includes FREE lunch, golf, golf car, rental clubs if necessary and free golf tips. The spots are limited and are on a first come first serve bases so please pre-register before Wednesday, October 20th. To sign up or for more details, please contact Tim Dinich by phone at 610-781-3168 or by email at tdd5022@psu.edu. As a reminder, Frankenstein's Freaky Foursomes will be at the Penn State Blue Course October 23rd from 9am until noon, it's completely free with lunch even included. Don't worry if you don't have clubs, free rental sets are even included. Also, spots are filling up quickly so make sure to pre-register by Wednesday, October 20th by contacting Tim Dinich either by phone at 610-781-3168 or by email at tdd5022@psu.edu. If your family likes to golf or even if you've never golfed before, then this is a great opportunity for you and your child to experience a morning of free golf hosted by Penn State students at the Penn State Golf Courses. Again, you must pre-register with Tim Dinich at 610-781-3168 or by email at tdd5022@psu.edu. Thanks and don't miss out on a great opportunity.

On October 15th, Tim Dinich and Adam Bresnehan visited various elementary schools in the State College School District. We posted and handed out flyers to students mostly in gym classes and told them about our event. This is the narrative that we used to address the students.

Hi kids, we are part of a team of students in an event planning class at Penn State and we'd like to tell you about a free, Halloween themed parent/child golf tournament that we're having. The papers that we're passing out are flyers that we made for the tournament and it's called Frankenstein's Freaky Foursomes. As you can see on the flyer, the tournament will be Saturday October 23rd from 9 in the morning until noon at the Penn State Blue Course. That's one week from this Saturday. As of now the weather looks pretty good but if it ends up raining then we will move it to Sunday the 24th, the following day. Like we said before, this whole thing is free for you and your parent or guardian. That includes free golf, golf car, rental clubs if necessary and we'll even have free lunch for you and your parent. A few of our teammates are studying to be golf pros so we'll be able to give you some free tips and pointers before the tournament and on each of the holes. We will be giving out a bunch of cool prizes to you guys and girls if you attend. Since it is Halloween themed, we'll also be giving out prizes for best costumes. Now, you aren't required to wear a costume, but if you'd like to, we will be giving out prizes for them along with our other prizes. So if you like to golf or even if you've never golfed before in your life but would like to give it a try, then this is a great chance for you and your parent to come join us for a good ghostly golfing time and the best part is that it's all FREE. Like we said before, even rental clubs are free so if you don't have your own set of clubs then that won't be a problem. Guys, this is a great opportunity for you and your parents to get out of the house, get some exercise, golf for free, learn more about the game, meet some other kids who

like to golf, get some free stuff, and overall have a good time with your family and other families. So if you have any interest at all, then take the flyer home and show it to your parents. If you and your parents decide to participate, then you must pre-register by Wednesday, October 20th by contacting either of us, Tim or Adam with the contact info that's on the flyer. If your parents have any questions then tell them to feel free to contact either one of us and we'll be able to answer any questions that they have. Thanks for listening to us about our event and we hope to hear back from you soon.

The target population was not involved in the design of our promotional materials, although, we took the target population into consideration when making them. We realized that our target population consisted of both children and adults so we thought it would be best to make the promotional materials child friendly so that it could be read and understood by both children and adults. We received feedback from both our instructor as well as our peer mentor in regards to whether or not our promotional materials were appropriate for our target population.

The reading level of our marketing materials is __Passive Sentences: 7%, Flesch Reading Ease: 47.3, Flesch Kincaid Grade Level: 11.2__ according to Microsoft Word's "readability statistics".

7. Equipment and Supplies

Equipment & Supply list for *Frankenstein's Freaky Foursomes*,

Quantity	Item	Source	Have	Get	Who	Cost	
Registration						In-Kind	Out of Pocket
2	Tables	Golf Course	X				
2	Table Clothes		X				
1	Box of golf pencils	Golf Course	X				
20	Scorecard/team	PGM office	X				
2	Participant lists	Team Members	X				
1	First aid kit	Golf course	X				
1	Team photo		X				
1	Staffing sheet	Team members	X				
1	Volunteer List	Team members	X				
1	Risk Management Plan	Team members	X				
60	Waiver/Release forms	Team members	X				
60	Nametags		X				
2	Directional Signs		X				

Quantity	Item	Source	Have	Get	Who	Cost	
Food and Beverage Area						In-Kind	Out of Pocket
200	Paper Plates	Weis		X		X	
250	Napkins	Weis		X		X	
200	Plastic Cups	Giant		X		X	
100	Plastic forks	Giant		X		X	
100	Plastic knives	Giant		X		X	
100	Plastic Spoons	Giant		X		X	
10	Pizzas	Gumby's Pizza		X		X	
20	Subs	Mclanahan's		X		X	
10-15	Subs	Are U Hungry		X		X	
150	Wings / Ribs	Prospectors		X		X	
5-10	Pokey Sticks	Gumby's Pizza		X		X	
20	Wrap / Subs	Chipotle		X		X	
10	Cases of Bottle Water	Weis / Giant		X		X	
5-10	Cases of Soda	Weis / Giant		X		X	

Quantity	Item	Source	Have	Get	Who	Cost	
Promotional Materials						In-Kind	Out of Pocket
200-400	Flyers	Team Members	X				
30	Sponsorship Letters	Team Members	X				
4000	Emails to PSU Golf Members	Joe Hughes	X				
500	Faculty Emails	Kathleen Raupach	X				
3	Radio Statoin Broadcast	Marketing Committee	X				

Quantity	Item	Source	Have	Get	Who	Cost	
Golf Car Staging Area						In-Kind	Out of Pocket
25	Golf cars	Golf course	X				
1	Box of golf pencils	Golf Course	X				
1	Box of tees	Golf Course	X				
50	Rule sheets	Golf Course	X				
50	Tee Prizes	Sponsors	X				
25	Cart Signs	PGM office	X				
3	Hole assignment sheets	PGM office	X				
1	Participant list	Tim	X				

Quantity	Item	Source	Have	Get	Who	Cost	
Registration						In-Kind	Out of Pocket
2	Tables	Golf Course	X				
2	Table Clothes			X			
1	Box of golf pencils	Golf Course	X				
20	Scorecard/team	PGM office		X			
2	Participant lists	Team Members		X			
1	First aid kit	Golf course	X				
1	Team photo	Kathleen		X			
1	Staffing sheet	Team members		X			
1	Volunteer List	Team members		X			
1	Risk Management Plan	Team members		X			
60	Waiver/Release forms	Team members		X			

60	Nametags			X			
2	Directional Signs			X			

8. Event Logistics

In order for our event to run on time and without any glitches, we had to plan out the logistics for our event. This includes a schedule for the planners and participants, rules and regulations, and a clear plan for registration and sign ups. These steps in the planning process would prove to be crucial for a successfully run event.

a. Event Schedule for Participants.

Halloween Golf Schedule

<u>Time</u>	<u>Activity</u>
9:00-9:30	Registration
9:30-9:45	Welcome-Review Rights of Responsibility
9:45-11:30	Parent-Child Golf
11:30-11:45	Tournament Scoring
11:45-12:00	Awards and event wrap up

On Going

9:00-9:30	Putting Challenge
9:30-11:30	Beat the Zombie
9:30-11:30	Closest to the pumpkin
9:30-11:30	Longest Drive
9:30-11:30	Closest to the Spider
11:30-12:00	Lunch
11:45-12:00	Survey Distribution and Collection

b. **Participant Rights & Responsibilities.**

You have a right to:

- 1) A rewarding and relaxing golf event experience.
- 2) Enjoy your day and your fellow PSU Golf Participants.
- 3) Have a chance to win prizes offered during the PSU Golf event.
- 4) A fair and justified event staff.
- 5) Have FUN!

You are responsible to:

1. Participants must abide by all PSU Golf Course rules and regulations issued by Penn State University.
2. Participants must fix all divots made on the course and smooth all marks made in sand bunkers.
3. Participants must wait until the groups in front of them are completely out of range before teeing off or hitting any golf shot.
4. Be aware of your surroundings while swinging. Ensure that you are at a safe distance from any participant before swinging a golf club.
5. Must be 18 or older to drive a PSU golf cart.
6. Talk respectfully and responsibly.
7. No alcoholic beverages, drugs, or weapons of any kind are permitted on the course grounds.

Consequences

- 1) First time rule breakers will be given a warning as to what they did wrong and cautioned not to repeat any similar act while participating in the PSU Golf event.
- 2) Second time rule breaker will be given extra penalty strokes added to their final card score at the end of the PSU Golf event.
- 3) Any third time rule breaker will be forced to forfeit their participation in the PSU Golf event and will be asked to leave the course.
- 4) Participants will be responsible to pay for damages to golf course and equipment.

We take the safety and wellbeing of our participants very seriously and will not tolerate any possible discrepancies.

c. **Schedule for Planners**

Planner Schedule for PSU Golf				
	Andy	Mike S	Adam P	Todd Moser
7:00	Golf Cart Set Up	Clubhouse Set Up	Course Set Up	Scorecards
7:15				
7:30				Scoreboard set up
7:45				
8:00			Scoreboard Set Up	
8:15	Volunteer Meeting			
8:30				
8:45	Participant Greeting	Photos of event set up	Participant Greeting	Registration
9:00				
9:15				
9:30	Welcome Announcements			
9:45	Tournament Format Housekeeping			
10:00	Hot Chocolate with Tim	Event photographs with Adam	Course Advisor with Mike S	Food Set up/ Clubhouse Operations coordinator
10:15		Volunteer assistance	Planner Assistance	
10:30				
10:45				
11:00	Food Set Up	Food Set Up	Food Set Up	
11:15	Food Serving	Food Serving	Scorecards	Scorecards
11:30	Announce Survey			
11:45		Prizes	Tournament Winners	
12:00		Thank You	Planner/Volunteer Greetings	
12:15	Recycling/Garbage	Recycling/Garbage	Decoration tear down	Decoration tear down

Planner Schedule for PSU Golf				
	Mike L.	Adam B.	Tim D.	Jake Wagner
7:00	Clubhouse Setup	Golf Cart Set Up	Course Set Up	Scorecards
7:15				
7:30				Scorecard Set Up
7:45				
8:00		Registration Set Up	Registration Set Up	
8:15	Volunteer Preparations			
8:30				
8:45	Participant Greeting	Head of Registration	Participant Greeting	Registration
9:00				
9:15				
9:30	Welcome Announcements	Welcome Announcements	Welcome Announcements	Welcome Announcements
9:45	Tournament Format Housekeeping	Tournament Format Housekeeping	Tournament Format Housekeeping	Tournament Format Housekeeping
10:00	Club House Assistance	Club House Assistance	Hot Chocolate with Andy	Course Advisor
10:15				
10:30		Planner Assistance		
10:45	Volunteer Assistance			
11:00	Food Set Up		Food Set Up	
11:15		Food Serving		Food Serving
11:30	Hand Out Survey		Hand Out Survey	
11:45	Survey Collection	Assist with Prizes	Survey Collection	
12:00		Thank You		Planner/Volunteer Greeting
12:15	Recycling/ Garbage	Decoration Tear Down	Decoration Tear Down	Decoration Tear Down

After the event:

During our event we did have to modify our planner schedule. We had a volunteer that did not show up. This left us without enough people to go pick up the food. Luckily we had extra planners stationed at the clubhouse. When it came time to get the food we were able to have a person that was scheduled to be in the clubhouse go out and cover a hole so that another member could go to get the food. Other than that everything went smoothly and it was a big help for everyone to know exactly what they were supposed to be doing every minute of the event.

d. Registration and Customer Relations.



The information that we will need to collect from our participants during preregistration are their names, ages, phone numbers, emails and any special needs that we would need to know in order to accommodate them for our event. Since this is a parent/child event, their parent's name will not be necessary since their name will appear right next to their child's on the preregistration form. The participants will be required to preregister on or before October 18. Preregistration will be conducted by either phone or email. The participants will also be required to register/check in when they arrive on the date of the event. The limit number of people who can register and participate in our event is 40. The reason why we will only be able to accommodate 40 is because the tournament is only a five hole event with a shotgun start. If we start two groups on each hole, then that is only 8 participants per hole. We will accept late

registrants only if there are still spots available and we will have a waiting list once all of the spots have been filled. The participants will be notified that their registration has been received by either email confirmation or verbally over the telephone. Our team will not offer advance ticket sales since we are not selling tickets and there will not be a penalty for cancelling.

Our event is free so there will not be any payment required. Our participants will not be permitted to re-enter the event once they have exited except in the case of an emergency. We will offer directions to the facility if the participants ask for them and will tell them to wear normal golf attire. We will tell them that event will be held as planned unless we determine to move it to the rain date in which case we will notify them by email. We will also remind them that the event is free and that lunch and rental clubs will be provided if necessary.

- e. From: "TIMOTHY DAVID DINICH" <tdd5022@psu.edu>
Date: Thu, Oct 21, 2010 01:25 PM
Subject: Frankenstein's Freaky Foursomes Golf Tournament Oct. 23rd

Hi everyone,

As a reminder, the tournament will be on October 23, from 9am-12pm with the rain date on the 24th. We will notify you if the event is changed. As of now, the weather looks pretty good for Saturday. Also, everything is included: golf, golf cars, rental clubs if necessary, and lunch. One thing that is not included on the flyer is that we will also be giving out prizes for best costumes. Costumes are not required, although, if you or your child would like to dress up, we will be giving out prizes. The tournament will begin around 9:45. Try to get there by 9 because we will be having a putting competition and you will all receive one free range token to warm up with by hitting range balls if you desire. It is only a five hole tournament with a shotgun start so the golfing should be done around 11:15 or 11:30. Remember, lunch will be provided at the end of the tournament so come hungry. I think so far we have a bunch of pizzas, subs and other things being donated by various restaurants in State College. Thanks again to everyone who signed up and get ready for a great ghostly golfing experience. If you have any more questions, don't hesitate to contact me.

Timothy Dinich
Recreation, Parks and Tourism Management
PGA Golf Management
Smeal College of Business
Management
tdd5022@psu.edu
610-781-3168

After the event:

Our team welcomed our participants at the sign in table located right inside the main lobby of the Walker Clubhouse. After they got checked we briefly explained to them the schedule for the day and informed them of the putting contest that was already taking place.. We let them know where their golf carts were stationed and directed them to their rental clubs if they needed them. The planners stationed at the welcome table made sure the participants felt free to practice by hitting some free range balls or putting on the putting green. At the awards ceremony we thanked the participants by giving out a bowl of candy and coupons to each child. Both the parents and children were appreciative of this. I think overall we did an excellent job welcoming and thanking the participants. From the moment they walked in the clubhouse we were there making them feel like they were members at a country club. Ending the day with the awards and bucket of candy was a great way to wrap things up. Everybody left with a smile on their face.

Participant Name	Age	Need Clubs	Phone Number	Email Address
Chris Kiratzis	N/A	No	814-360-4724	<u>tuckaway1@juno.com</u>
Christos Kiratzis	9	No	814-360-4724	<u>tuckaway1@juno.com</u>
Michael D. Carey	N/A	?	814-863-7712	<u>mdc154@psu.edu</u>
Daughter of Carey	6	?	814-863-7712	<u>mdc154@psu.edu</u>
Curt Moore	N/A	No	814-571-7047	<u>teri.k.moore@skf.com</u>
Owen Moore	10	No	814-571-7047	<u>teri.k.moore@skf.com</u>
Dave Heatwole	N/A	No	814-574-3404	<u>dave@heatwolego lf.com</u>
Troy Heatwole	10	No	814-574-3404	<u>dave@heatwolego lf.com</u>
John Lattanzio	N/A	No	814-404-7955	<u>dburkett@LHUP.ed</u>
Denine Burkett	N/A	No	814-404-7955	<u>dburkett@LHUP.ed</u>
Owen Lattanzio	10	No	814-404-7955	<u>dburkett@LHUP.ed</u>
Holden Lattanzio	8	No	814-404-7955	<u>dburkett@LHUP.ed</u>
Christine	N/A	No	814-880-	<u>clk12@scasd.org</u>

Kondash			4621	
Kasady Kondash	9	Yes	814-880-4621	clk12@scasd.org
Don Lenze	N/A	No	814-380-1766	DonLenze@engr.psu.edu
Tori Lenze	11	Yes	814-380-1766	DonLenze@engr.psu.edu
Laurette Gonet	N/A	Yes	814-692-8031	jmg39@psu.edu
Taylor Gonet	8	Yes	814-692-8031	jmg39@psu.edu
Jeff Gonet	N/A	Yes	814-692-8031	jmg39@psu.edu
Megan Gonet	11	Yes	814-692-8031	jmg39@psu.edu
Bob Walter	N/A	No	814-237-8775	rlw9@psu.edu
Curtis Walter	8	Yes	814-237-8775	rlw9@psu.edu
Kurt Haushalter	N/A	No	814-466-6178	kmh15kmh15@gmail.com
Nick Haushalter	9	No	814-466-6178	kmh15kmh15@gmail.com
Liz Quackencush	N/A	No	814-753-2049	lfq1@psu.edu
Dizzy Farcanish	13	No	814-753-2049	lfq1@psu.edu
Andy Belser	N/A	No	814-753-2049	lfq1@psu.edu
Noah Belser	13	No	814-753-2049	lfq1@psu.edu
Steve Perini	N/A	Yes	814-234-7414	stevenperini@psu.edu
Son of Perini	12	Yes	814-234-7414	stevenperini@psu.edu
Tami Buskirk	N/A	No	814-360-4078	jbuskirk@prwa.com
Eric Buskirk	13	No	814-360-4078	jbuskirk@prwa.com
Garth Benton	N/A	No	814-422-8165	garth.benton@alk-abello.com
Luke Benton	12	Yes	814-422-8165	garth.benton@alk-abello.com
Geoff Brugler	N/A	Yes	814-880-9000	geoff@appoutdoors.com

Jaydn Brugler	10	Yes	814-880-9000	geoff@appoutdoors.com
<u>Waiting list</u>				
Larry Romanic		No	814-769-1286	ssromanic@aol.com

9. Staffing Plan

Everyone took responsibility for their designated assignments and took the initiative to accomplish task according. After experiencing the event planning process every one of our staff members was terrific during the entire event. Due to everyone's passion for the game of golf each staff member was able to identify problems and address participants appropriately throughout our event and planning process.

a. Event Planner Job Descriptions.

Adam Parisi

Tournament Director- Adam will be in charge of setting up scorecards, result boards, and posting results. The tournament director position needs to have access to a computer with golf tournament software. He needs to be able to print the special scorecards that we will be using. Adam needs to either print or hand write result boards as well. Adam will need about 4 hours to set up everything prior to the event. During the event he will be scoring the event for 30 minutes. His time after the event will take only the few minutes to take down the result boards. During the event Adam will be out on a hole to give a golf tip to golfers playing the hole. Adam will also be in charge of thanking the sponsors at the end of day ceremonies. Adam will report to Joe Hughes as well as his other group members.

Todd Moser

Assistant Tournament Director- Todd will be in charge of helping Adam set up the tournament, hanging the results sheets, and keeping Adam organized as scorecards come in. He will need to be organized, as well as ready to adapt. Running a tournament always means one or two curveballs, it always happens! Todd will need to be ready for these. He will help Adam set up all of the tournament related things in the morning, as well as help take down the boards after the event. Todd will also be on the course giving a golf tip to the golfers. Todd will report to Joe Hughes as well as his other group members.

Michael Shutte

Logistics Director- Mike will be in charge of all things relating to logistics. It will be his responsibility to ensure tasks are delegated appropriately to his other logistic team members as well as his volunteers. Mike will make sure all decorations in the clubhouse and on the course are looking good. He will need to possess good communication skills as well as envisioning what the overall event will look like. His time commitment prior to the event will be several

hours putting up decorations a few days in advance in the clubhouse. Mike will be putting the door prizes together the day before the event. On the day of the event he will be putting up decorations on the golf cars and on the course. During the event Mike will help out participants, take pictures, and start to set up food and prizes. After the event Mike will spend 2 hours tearing down the decorations that Joe Hughes does not want up anymore. Mike will report to Joe Hughes as well as his other group members.

Andy Walkley

Assistant Logistics Director- Andy will be responsible for everything Mike delegates to him. These tasks will include decorating the clubhouse, course, and golf cars. Andy will need to make sure flyers are in golf cars. He will need to make sure the clubhouse looks good, poster boards of the day's events and facility layout are in an appropriate spot. Andy will need to be able to multitask and stay organized because there will be a lot going on at once. He will work hand in hand with the rest of the logistics committee to be sure everything is completed. Andy will be in charge of taking hot chocolate out to participants during the event. His time commitment will be mainly in the days leading up to the event, and the morning of the event. Lots of the decorations will need to go up the morning of the event. Taking down decorations should be easier and less time consuming. Andy will report to Joe Hughes as well as his other group members.

Mike Latham

Assistant Logistics Director- Mike will be in charge of helping out the rest of the logistics team making sure the event runs smoothly. He will need to complete tasks assigned to him leading up to the event, as well as the morning of the event. Mike will be vital man power in getting what the logistics team needs to do-done. He will need to be flexible and understand prior to the event what we plan on doing so that he is ready to go. His time commitment will be the same as the other logistic team members, most of it the morning of the event. During the event Mike will be the helping out setting up the clubhouse for the rest of the day's activities. Mike will report to Joe Hughes as well as his other group members.

Adam Bresnehan

Registration Coordinator- Adam will be in charge of registration and checking participants in. Along with Tim, Adam is the contact person for the event and will be speaking with most parents on the phone or via email. He will be familiar with names, and there for should do great registering guests. The skills Adam needs to have are being outgoing, friendly, and the ability to clarify directions well. Adam's main time commitment will be prior to the event making sure registration is organized and looks good. He will need to be sure he has all relevant info in front of him. Adam will be in charge distributing the surveys at the end of the event. After the event, Adam will be in charge of tearing down registration and setting up for prizes and food. Adam will report to Joe Hughes as well as his other group members.

Tim Dinich

Assistant Registration- Tim's job responsibilities the day of the event will be to assist Adam with all registration in the morning. This is a difficult job with so many guests coming at once we plan on having multiple people checking guests in. Tim's responsibilities will be the same as Adam's. He will also need to be friendly and outgoing. Tim will need to be well versed

on the day's events in case of questions. His time commitment will be about the same as Adam's, with most of it coming in the morning. Tim will also be an on course advisor for the day. Once registration is complete, Tim will be on the course helping participants with any questions, or rulings. Tim will report to Joe Hughes as well as his other group members.

Jake Wagner

Assistant Registration- Jake's job responsibilities will be very similar to Tim's responsibilities. He will be our 3rd person checking guests in at registration. We need to have three so there is no line and participants can get to their carts and get settled before the shotgun starts. Jake will also be an on course advisor once the event starts. He will be out on the course to assist in whatever way is needed. Jake will be an all-around "glue guy" for our event. Jake will be in charge of the music for the event. He will be responsible for providing music and making sure it is playing at an appropriate level in the clubhouse. He will be in charge of whatever needs to be done by any of the committees as he sits on both marketing and sponsorship. Jake will report to Joe Hughes as well as his other group members.

b. Volunteer Training Plan & Agenda.



Our team will recruit volunteers from various places. The main place to recruit volunteers will be from our class, as well as the other section of this class. Being a volunteer for an event gets us 30 extra credit points, so our guess is there will be plenty of people who would like to sign up. The second place we will recruit volunteers from is our network of friends. We all have friends who owe us favors, and lots of them are in the PGM Program with us and know golf well. Although our volunteers will not need to know golf specifics it is always good to have volunteers knowledgeable on the event. We will need at least 5 volunteers, but that is the bare minimum. In order to create a great atmosphere we will take as many as 15 volunteers for our event. We will need them to greet participants and show them where registration is, as well as

dress up and be scary on the course. Also, we would like volunteers to take care of dishing out food to guests.

Job responsibilities will be communicated to them prior to signing up through our volunteer job description. They will have a very good idea of exactly what we are looking for. We will also clarify these responsibilities when they sign up. Finally, we will have a training session the night prior to the event where we will go over exactly what their responsibilities are for the day.

The key component our volunteers need to know is that we are asking them to come in an appropriate Halloween outfit. This will enhance the atmosphere big time. The only other thing they need to be is outgoing and ready to have fun with some kids. None of our volunteers will be in a position of providing education or skills training.

Volunteer Training Agenda.

Date: October 22, 2010

Time: 6:00 PM

Location: Penn State Golf Course Conference Room

Game Plan

- | | |
|---|--------------|
| • Meet and Great | Entire Team |
| • Give an overview of the event | Mike Shutte |
| • Assign specific responsibilities | Andy Walkley |
| • Have handouts with these responsibilities to give to each volunteer | Andy Walkley |
| • Go over step by step the responsibilities | Mike Shutte |
| • Go over the rights of the volunteers | Mike Latham |
| • Ask what everyone is planning on dressing up as and record | Mike Shutte |
| • Give directions for the morning | Andy Walkley |
| • Thank everyone for coming and helping out with the event | Andy Walkley |

After the event:

Our training for the volunteers did not go as well as we had hoped. For the most part we followed our plan; however, we realized they did not need very much training. On the morning of the event we drove them around the course and re-explained what we had told them the night before. I think the problem was the volunteers had never been on a golf course. Having

experienced golfers as volunteers would have really helped. Other than that the volunteers were great.

c. **Volunteer Job Descriptions.**

Volunteer Ghosts- Volunteers needed to dress up in their scariest Halloween outfit for the day of October 23, 2010 from 8:30AM-12:00 Noon. Their job will be to dress up and be “scary” throughout the day. This will start in the morning when participants arrive. Volunteers will be stationed in and around the clubhouse. Ten minutes prior to the shotgun these volunteers will go out onto the course in their assigned spots to spook the children. Attire: A scary Halloween costume. Volunteers will report to Andy Walkley and the logistics team 30 minutes prior to the event for a brief orientation. Time commitment will be from 8:30AM-12:00 Noon. Please contact Andy Walkley at acw5083@psu.edu or by phone 508.237.5418 to sign-up.

Volunteer Greeters/Food Servers- Volunteers needed to help with Halloween Golf on October 23, 2010 from 8:30AM-12:00 Noon. Individuals who are outgoing and friendly and who do not mind dressing up! We kindly ask that volunteers come in costume to enhance the feel of the event. Volunteers’ responsibilities will be to greet guests as they arrive and instruct them where to go for registration. Their next duty after the shotgun has started will be to help set up food and the dining room. They will be in charge of dishing out food to guests when it is time to eat at the end of the tournament. Some volunteers will also be asked to pick up some of the food that is being donated. Volunteers will report to Andy Walkley and the logistics team 30 minutes prior to the event for a brief orientation. Time commitment will be from 8:30AM-12:00 Noon. Please contact Andy Walkley at acw5083@psu.edu or by phone 508.237.5418 to sign-up.

10. **Facility Layout** (see appendix for layout)

The facility was more than we could have asked for to host this event. It accommodated our participants very well and offered the equipment necessary to host a successful experience. We were very grateful for the versatility of the facility and the amenities that were provided.

The Penn State Golf Courses is located about a half a mile from campus down College Ave. the courses occupy the land across Atherton St. relative to campus. It is accessed through the front entrance of the course on College Ave. The facility is wheel chair accessible with the exception of the actual golf courses which are not. There is plenty of parking at the golf courses and it is always free. Restrooms are located in the main clubhouse and are wheelchair accessible. That is, however, the only location for restrooms. The Penn State Golf Courses does have a kitchen but it does not get used ever. Although there is plenty of equipment it is not available for use. There are fridges and freezers that could be used. The cleaning supplies are located in a closet in the Men’s and Women’s restroom. There is everything that could possibly be needed. Garbage cans are located everywhere at the facility. There are disposals in the restrooms, in the golf shop, outside the clubhouse, and on the course. There are recycling facilities for cans and clear plastics which are located outside the clubhouse and on the course. There is no composting area for food scraps. The dumpster is located by the outside operations building. There is a dumpster for recycling and general garbage. Our team plans on incorporating waste removal and recycling into our event by having receptacles everywhere there

will be participants. At the beginning of the event we plan on making an announcement to please be considerate and throw waste away and recycle all plastics and cans. There are three places that event participants should not go and they are very clear. The first is the offices of Joe Hughes, accounting, and the other assistant professionals. The second is behind the check-in counter at the front of the clubhouse and the third is behind the 19th Hole Café. Behind the Café is where the kitchen is located and guests should not be wondering for obvious reasons. There is a secure place for event participants to store their personal items and that is in the conference room. The facility's conference room is located in the clubhouse and is in the eyesight of employees at all times.

After the event: Everything about the facility layout went great. Participants were able to flow through the clubhouse and facilities with ease and clear direction. The only thing we needed to change was the location of the cart set up. We moved the carts from the front of the clubhouse to the side of the clubhouse the night before the event because there was going to be frost the next morning. We needed to have the carts on asphalt instead of grass because of this. It did not affect our plans at all and it worked great!

11. Risk Management Plan

One of the most crucial parts of our event was establishing a risk management plan. Our first priority was to ensure the safety of our participants during our event. We created a detailed list of rules and policies, along with a safety check list and an overall risk management plan. This covered every possible problem that we could have encountered. We successfully implemented our risk management plan and it resulted in a safe, successful event.

a. Participant Rules and Policies

We had an elaborate list of rules and policies displayed right next to our registration table. This notified our participants of all of the rules we expected them to follow throughout the day. It also detailed the consequences involved if the rules and policies were not followed. In addition to this, we read this list to our participants while everyone was in their golf carts prior to the tournament.

b. Facility and Equipment Safety Checklist.

Items to be Checked for Safety	Who is Responsible?	✓	Comments
First Aid Kit fully equipped, accessible	Adam		
Fire extinguisher visible, free of obstructions	Jake		
Refrigerator cold	Andy		
Participant Rules visibly posted	Tim		Next to registration table
Clean up materials available	Todd		

c. Overall Risk Management Plan

Review the following list of possible risks that may occur during an event. Think specifically about your event and determine what potential threats or hazards exist. Are there additional risks specific to your event that is not included below? If so, add them. Then determine what the level of risk is. Can the risk be eliminated? Can the risk be accepted? Can the risk be reduced? Can the risk be transferred?

Identified Risks	Level of Risk (low, medium, high)	Management Plan (steps taken prior to event to minimize risk)	Contingency Plan (planned response during event)
Bad weather	medium	<ul style="list-style-type: none"> We have a scheduled date in case the weather is unbearable for our event 	<ul style="list-style-type: none"> We will make sure the club house is available for everyone to wait for the rain to stop
Dangerous Equipment	high	<ul style="list-style-type: none"> We need to make sure everyone is aware how lethal golf clubs/balls can be if not used properly 	<ul style="list-style-type: none"> We will have first aid kits ready at all times for our participants
Overcrowding	low	<ul style="list-style-type: none"> We have more than enough room for all of our participants 	<ul style="list-style-type: none"> This shouldn't be a problem
Poor Management	medium	<ul style="list-style-type: none"> We will make sure that we have everything planned perfectly 	<ul style="list-style-type: none"> We will have back up plans with chipping and putting contests if necessary
Participants under influence of alcohol or drugs	low	<ul style="list-style-type: none"> We will make it clear to our participants that this is not permitted 	<ul style="list-style-type: none"> This shouldn't be a problem because it is a parent/child event
Planners or volunteers under the influence of alcohol or drugs	medium	<ul style="list-style-type: none"> We will tell every volunteer that they are not allowed to participate under the influence 	<ul style="list-style-type: none"> If one of our planners or volunteers are under the influence we will remove them from our activity
Staff (also volunteers) without adequate training	medium	<ul style="list-style-type: none"> We will make sure that everyone involved has adequate training 	<ul style="list-style-type: none"> If someone is not qualified they will be replaced by someone with the proper training
Terrorism	low	<ul style="list-style-type: none"> We aren't anticipating any terrorism during our event 	<ul style="list-style-type: none"> We will talk to Joe Hughes about the proper precautions

Fighting	low	<ul style="list-style-type: none"> We will tell our participants that fighting is not permitted 	<ul style="list-style-type: none"> We will ask anyone who is fighting to politely leave our event
Food spoilage	medium	<ul style="list-style-type: none"> We will make sure all the food we bring out is fresh 	<ul style="list-style-type: none"> If anything goes spoiled we will get rid of it before any of our participants see
Food allergies	high	<ul style="list-style-type: none"> We will put all the ingredients next to the food on our tables 	<ul style="list-style-type: none"> We will have contact information for medical assistance if something goes wrong.
Non-custodial parent	medium	<ul style="list-style-type: none"> We will have a list to sign in and out if people are dropping off their kids 	<ul style="list-style-type: none"> We will make sure that no one goes unaccounted for and everyone is signed in
Blocked exits	medium	<ul style="list-style-type: none"> We will ensure there are open exits 	<ul style="list-style-type: none"> We will have people by the exits when necessary.
Power outage	low	<ul style="list-style-type: none"> If the weather is bad enough for a power outage we will postpone our event 	<ul style="list-style-type: none"> We will take the necessary precautions
Phone outage	low	<ul style="list-style-type: none"> If the weather is bad enough for a phone outage we will postpone our event 	<ul style="list-style-type: none"> We will take the necessary precautions
Injured Participant	high	<ul style="list-style-type: none"> We will have a first aid kit available 	<ul style="list-style-type: none"> We will have volunteers who are trained in dealing with injuries.
Fire	high	<ul style="list-style-type: none"> We will make sure the exits are clear and there is a fire extinguisher readily available 	<ul style="list-style-type: none"> We will call the fire department if needed
Weapons on premises	high	<ul style="list-style-type: none"> We will enforce the fact that weapons are not permitted on site 	<ul style="list-style-type: none"> We will kick participants out who are in possession of a weapon
Access to medications (OTC or prescribed)	medium	<ul style="list-style-type: none"> We will find out if any participants need medication and act accordingly 	<ul style="list-style-type: none"> If a participant needs medication we will ensure it is there for them in the clubhouse

Release Forms / Waivers

We debated filming our entire event, in which we would have needed release forms from all the families. We decided that some people may not be comfortable with being on camera, so we decided against filming our golf event, so release forms were not necessary.

12. Budget

Budget for Frankenstein's Freaky Foursomes

Personnel			Cost		
# Hours / semester	<i>Event Planners</i>	Job Title	<u>In-Kind</u>	<u>Out of Pocket</u>	<u>Total</u>
108	<i>Adam Parisi</i>	Tournament Director/ Hole Chaperon	<u>\$10.00</u>		<u>\$1,080</u>
108	<i>Mike Shutte</i>	Designer/Hole Chaperon	<u>\$10.00</u>		<u>\$1,080</u>
108	<i>Todd Moser</i>	Sponsorship/Prize Committee/Hole Chaperon	<u>\$10.00</u>		<u>\$1,080</u>
108	<i>Adam Bresnehan</i>	Registration/Hole Chaperon	<u>\$10.00</u>		<u>\$1,080</u>
108	<i>Mike Latham</i>	Designer/Hole Chaperon	<u>\$10.00</u>		<u>\$1,080</u>
108	<i>Jake Wagner</i>	Hole Chaperon	<u>\$10.00</u>		<u>\$1,080</u>
108	<i>Tim Dinich</i>	Setup Coordinator/Hole Chaperon	<u>\$10.00</u>		<u>\$1,080</u>
108	<i>Andy Walkley</i>	Designer/Hole Chaperon	<u>\$10.00</u>		<u>\$1,080</u>
72.75	<i>Andrew Hardin</i>	Peer Mentor	<u>\$12.00</u>		<u>\$873</u>
12	<i>Joe Hughes</i>	Agency Contact	<u>\$17.00</u>		<u>\$204</u>
	<i>Volunteers</i>				
5	<i>JanAlex Dixon</i>		<u>\$8.00</u>		\$40.00
5	<i>Stephen Parsons</i>		<u>\$8.00</u>		\$40.00
5	<i>Joe Vitalec</i>		<u>\$8.00</u>		\$40.00
3	<i>Khalid Brannon-Hatcher</i>		<u>\$8.00</u>		\$24.00
5	<i>Matthew Nelson</i>		<u>\$8.00</u>		\$40.00

<i>Personnel</i>			<u>\$9,901</u>
<i>Travel</i> <u>350.5</u> miles @ .505 / mile			<u>\$177</u>
Food & Beverage	<u>\$275.00</u>	<u>\$3.00</u>	<u>\$278</u>
Promotional Materials	<u>\$0.00</u>	<u>\$5.00</u>	<u>\$5</u>
Other Equipment & Supplies	<u>\$215.00</u>	<u>\$100.00</u>	<u>\$335</u>
Prizes & Giveaways	<u>\$545</u>	<u>\$0.00</u>	<u>\$545</u>
Building & Facility Use	<u>\$900.00</u>	<u>\$0.00</u>	<u>\$900</u>
INCOME (# participants at \$)	<u>\$0.00</u>	<u>\$0.00</u>	<u>\$0.00</u>
TOTAL		<u>\$108.00</u>	<u>\$12,141</u>

Budget Narrative:

Personnel: In total, there were eight event planners on our team. Each event planner worked an average of 108 hours @ 10 dollars an hour for a total value of \$8,640. Each event planner put in \$10 from their pocket for a total of \$80. Four volunteers donated an average of 5 and one volunteer donated 3 hours a piece at our event @ 8 dollars an hour for a total value of \$144. Our peer mentor worked 72.75 hours @ 12 dollars an hour for a total value of \$873. Our agency contact worked 12 hours @ 17 dollars an hour for a total value of \$204. The total personnel in-kind value was \$9,901.

Mileage: Each one of our event planners and volunteers traveled a certain amount of distance while planning for our event. The average distance traveled for our 8 event planners was 38.95 miles. The average distance traveled by our volunteers was 5 miles. These miles were used for things such as obtaining sponsors, purchasing goods, picking up food, traveling to the golf course, and other various activities relating to our event. Please refer to the equipment & supply list for the exact items that were obtained.

Operating Expenses: For our event, the operating expenses that we faced were the greens fees and cart fees. Since the clubhouse use is included in the purchase of these two items, no additional fees were faced for the use of our lunch/awards room. In total, the fees totaled about \$900 for the 5 holes played, along with the pro-rated fee for the use of the carts for those 5 holes.

Marketing / Promotional: In order to obtain participants for our special event, we had to market to a large number of local citizens around the State College area. Ways in which we got the word out about Frankenstein's Freaky Foursomes was by sending our flyer to The Penn State Golf Course member list server, giving the flyer to local teachers who in return showed their students, displaying our flyer at The Penn State Golf Courses, and lastly by word of mouth to family and friends. Since most of our marketing was done electronically, there was very little cost to our team. Well over 4,000 people via electronic mail saw the flyer.

Building: There were no building fees associated with our event. These fees were included with our operating expenses. Please see the equipment and supply list for the exact items used.

Total Expenses: After calculating all of our expenses, we ended up with a value of \$12,141. This number was found by added up the cost of all the personnel, mileage, operating expenses, marketing/promotional, and building fees. Also in our total expenses, we included prizes/giveaways and food/beverage. These two items we all donated to us by our sponsors.

Income: There was no income received for this special event, because it was a Non-Profit event

13. Evaluation

a. Survey Instrument.

For our event we distributed surveys as the participants came in after golfing. Each participant walked past the registration table which was converted into a survey table. This made it very easy to pass out surveys and encourage people to pick them up. A great incentive that we had for the kids was a coloring page on the back. If the kids filled out their surveys they could enter their picture into the coloring contest.



KIDS WE WANT TO KNOW!!

1.) Did you have a good time today? (Circle one) Yes – No

2.) What was your favorite part of the day?

.....

.....

.....

3.) Have you ever been golfing before? (Circle one) Yes – No

- If **YES**, for how many years? _____

4.) Please list two things you learned about golf today.

.....

.....

5.) Did you enjoy golfing with your family today? Yes – No

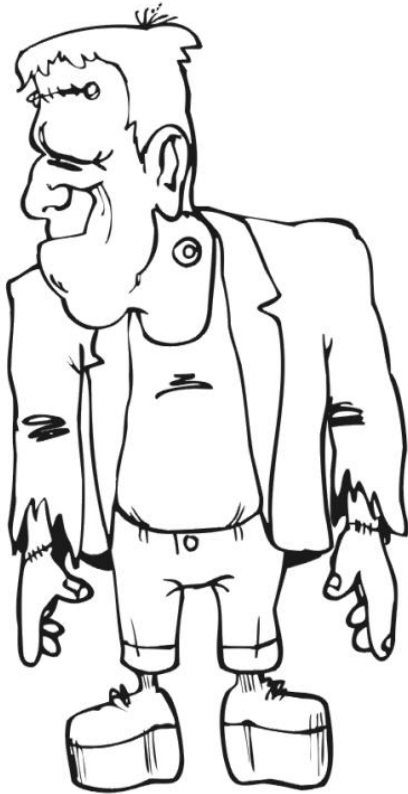
6.) Please (circle one) and grade the Penn State Students on this event.

A - B - C - D - F

Thank you for participating in this event.

Please color in the picture on the back and enter for a chance to win a prize!!!

The four coloring options.



SURVEY THE DAY

Please help us help you.

(If the guardian could take the time to fill this survey out it would be greatly appreciated!)

1.) Frankenstein would like to know if you had fun during this event. Yes / No

2.) What was your favorite part of the event?

.....

.....

.....

3.) Would you consider attending another event at the Penn State Golf Courses? Yes / No

4.) My golf Knowledge has increased. Yes / No

5.) Please List two things that you learned today.

.....

.....

.....

6.) Please Rate:

Disagree ----- Agree

-I feel closer with my child because of this event.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
----------	----------	----------	----------

-The leaders of this event were well prepared.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
----------	----------	----------	----------

-This event was well organized.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
----------	----------	----------	----------

-The golf instruction was helpful.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
----------	----------	----------	----------

-I plan on bringing my child back to the Penn State Golf Courses in the near future.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
----------	----------	----------	----------

7.) Improvements?

.....

*Thank you for participating in the event!
(Please return this survey in the clubhouse)*

b. Review of Goals & Objectives.

Outcome Objective #1.

At least 75% of the participants attending our Halloween golf outing on the 23 of October, will demonstrate an increase in feeling closer to their child or parent measured by a survey at the conclusion of our event.

Result: Accomplished (Kids 100% Adults 94%)

Outcome Objective #2.

At least 80% of the golfers participating in our event on October 23, will increase their knowledge on the rules in the game of golf measured by post assessments.

Result: Did not accomplish

Outcome Objective #3.

At least 40% of the golfers engaging in our golf tournament on the 23 of October, will show an increase in interest for a golf membership determined by a survey completed by each golfer at the event.

Result: Accomplished 100% kids and Adults would attend another event at the PSU Golf Course

Process Objectives (= ACTIVITY):

1. How the event will benefit the sponsoring organization.

Our Halloween golf event on the 23 of October will benefit the Penn State Golf Courses by generating interest in future play and potential memberships as measured by our survey given to the participants after the event.

Result: Accomplished 100% of the people would attend another PSU Golf Event

2. Number of participants

At least 50 participants will attend our Halloween golf outing on the 23 of October at the Penn State Golf Courses as measured registration records before the actual event takes place.

Result: Did not accomplish 40 person limit for the golf course

3. Promotional activities / materials.

A) To promote our Halloween golf event on October 23, we will create 100 flyers and post them all around campus and at the Penn State Golf Courses as measured by our marketing plan.

B) We will create a public service announcement for our October 23 event to be aired on 3 local radio stations (WPSU, WOWIE 97.1, and 93.7 The Bus) by October 10 as measured in our marketing strategies.

C) We will talk to physical education teachers at local schools in the area to announce and promote our Halloween golf event on October 23 according to our marketing plan.

Result: We accomplished all three of our promotional activities / materials goals

4. Budget proposal

100 percent of our sponsorship money for our Halloween Event on the 23 of October, will be utilized for prizes, food, and entertainment for all participants in our budget plan.

Result: Accomplished each participant left with a prize and there was food for everyone

5. Participant satisfaction

At least 80 percent of participants in the October 23 Halloween golf outing will indicate satisfaction with our event as measured by a survey following the outing.

Result: Accomplished

6. Volunteer help & training

All the volunteers who helped with our Halloween golf event on the 23 of October, will receive a thank you letter as well as a complimentary picture of the event staff within one week after the event.

Result: Accomplished

7. Solicitation of external donations or sponsorships

On October 16, 2010 one week prior to the event we will have at least ten sponsors measured by our sponsorship plan for our Halloween golf outing on October 23.

Result: Accomplished 22 sponsors all together

8. Your Choice

At least 75 percent of volunteers will verbally acknowledge their good feelings about creating a fun time for the participants at the Halloween golf tournament held the 23 of October.

Result: Accomplished all of the volunteers reacted positively to the event

9. Your choice

By October 2, we will hold a group meeting at the Penn State Golf Courses to propose and discuss what themes and music will be used during our Halloween golf outing on the 23 of October according to our attendance records.

Result: Accomplished during site visit

10. Your choice

All participants who dress accordingly for our Halloween golf extravaganza on October 23, will receive a raffle ticket for a special prize to be given at the end of our tournament measured by our committee members serving as judges.

Result: Accomplished

c. **Survey Results.**

Reflect

After tallying up the results from the surveys we had a better understanding of the participant's experience. Out of all the adults and children 35 of the 40 people filled out a survey and only 8 questions that were not answered. This was great because it allowed us to see if we meet our objectives or not. For the most part we meet all of our objectives except for increasing golf knowledge. The only objective we had a problem with was increasing memberships at the Golf Course. We did not want to be so blunt to ask if people would consider a membership

mainly because a good portion of our marketing was through existing members. We also did not want people to feel any type of pressure. We did however ask the question “*Would you consider attending another event at the Penn State Golf Courses? Yes / No*” and 100 percent of the adults said yes. Overall the surveys were very successful. They were easy to understand and there was plenty of room for writing. Our team learned a lot from the surveys but one thing we would have like to know is how they heard about the event. This would have given us a better understanding of what marketing projects worked the best.

Differences

- Kids
 - Format is easier to understand
 - Different prospective from age groups
 - Involvement
 - Coloring contest!!!
- Adults
 - More feedback
 - More experienced with events
 - Guardians concer
 - Different prospective from Age groups
 - Questions more in-depth
- There were 40 participant
 - 18 kids took the survey
 - 17 adults took the survey

KIDS WE WANT TO KNOW!!

1.) Did you have a good time? Yes – No

Yes: 18

No: 0

2.) What was your favorite part of the day?

- Golfing in general: 10
- Riding in golf car: 4
- Golfing with family: 1
- Dressing up: 1
- Contest (Birdie golf/Putting): 2
- Format: 1

3.) Have you been golfing before? Yes – No

Yes: 12

No: 5

Both: 1

If YES, for how many years? _____

Longest: 7 years

Most common: 1 year

Shortest: ½ year

4.) Please list two things you learned about golf today.

Answers

- Rules / Learning the game – 14
- Only allowed 14 clubs in the bag.
- Chipping the ball.
- How to stand / Swing.
- Which clubs to use.
- If the ball falls off the tee it is not a stroke.
- Keeping your eyes on the ball – 2
- Spiders are known to attack on the golf course – 2
- Actually good - 1
- Don't think to much – 1
- No answers 😊 - 4

5.) Did you enjoy golfing with your family today?

Yes – No

Yes: 17

No: 0

Blank: 1

6.) Please (circle one) and grade the Penn State Students on this event.

A	-	B	-	C	-	D	-	F
16		1		0		0		0

No Answer 😊 - 1

SURVEY THE DAY

Please help us help you.

(If the guardian could take the time to fill this survey out it would be greatly appreciated!)

1.) Frankenstein would like to know if you had fun during this event. Yes / No

Yes: 18

No: 0

2.) What was your favorite part of the event?

Enjoyed playing with family: 11

Golfing: 2

Format: 3

Kid friendly: 1

Low Pressure: 1

3.) Would you consider attending another event at the Penn State Golf Courses? Yes / No

Yes: 18

No: 0

4.) My golf Knowledge has increased. Yes / No

Yes: 11

No: 6

5.) Please List two things that you learned today.

Answers

- Rules / Learning the game: 16
 - No more than 14 clubs in the bag
 - Out of play rules
 - If ball falls off tee its not a stroke
 - How to stand / Swing
- Daughter likes to golf: 1
- Golf is hard: 1
- Do NOT correct my son on the golf course: 1
- PSU has a PGM major: 1
- Relax: 1

6.) Please Rate:

Disagree ----- Agree

- I feel closer with my child because of this event.
- The leaders of this event were well prepared.
- This event was well organized.
- The golf instruction was helpful.
- I plan on bringing my child back to the Penn State Golf Courses in the near future.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>
<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>

- A.) I feel closer with my child because of this event.
- B.) The leaders of this event were well prepared.
- C.) This event was well organized.
- D.) The golf instruction was helpful.
- E.) I plan on bringing my child back to the Penn State Golf Courses in the near future.

<u>Disagree</u>	<u>Agree</u>			<u>N/A</u>
<u>1</u>	<u>0</u>	<u>6</u>	<u>10</u>	
0	0	2	15	
0	0	2	15	
0	1	7	9	
0	1	2	12	2

7.) Improvements?

- More holes: 2
- More seating: 1
- More water (On course): 2
- Healthier lunch: 1
- Weather: 1

Comments people left

- Great event – Great Idea!!
- Excellent preparation and execution.
- Fantastic!
- Really great fun.
- Excellent staffing.
- Thank you!!!

*Thank you for participating in the event!
(Please return this survey in the clubhouse)*

14. **Recommendations**

Our group actually met twice to debrief about the event due to scheduling conflicts. Our first debriefing was with Kathleen directly following our presentation on December 3rd, 2010. The entire PSU Golf Group was in attendance. Our second Meeting took place prior to class the following week on December 8th, 2010. The entire PSU Golf Group was also in attendance for our meeting with Joe Hughes.

During these meeting we discussed what we thought went well and things we thought could have been improved. Both Joe and Kathleen were impressed with the facilitation we portrayed during the event. However some of the small details we could have improved on include more water on the course, more direction throughout the course, and more decoration on the course.

Joe was so impressed that he stated he will be conducting further events targeting a family based clientele. He also stressed that no other 356 golf event functioned as smoothly and portrayed the level of professionalism as ours did. He was also impressed with the decoration at the entrance and inside the clubhouse that he left them for the rest of the Halloween season.

Appendix

a. Team Socials.

RPTM 356 Social #1 Coffee at Night

For our second attempt at our first social we decided to meet on the night of Sunday the 19th. We chose a very traditional meeting place known at Starbucks. It was a great environment to meet and talk shop on a Sunday night. We meet outside the Starbucks then migrated our way into purchase some delicious beverages. We then eventually made our way to the upstairs where we found a nice spot to sit and sip. I Adam B. personally do not like coffee but I went with the traditional hot chocolate and let me just say it was delightful. As we sat and chatted I watched my fellow group member sipping on iced lattes and other crazy drinks that I can't even pronounce I couldn't help but think there's probably a football game on or at least some highlights we could be watching. Over all it was actually a very useful social because we were talking and not just watching something on the TV. Mike Shutte was also able to inform everyone that we would be meeting with Joe Huges for our site visitation the next day, Monday at 3:00pm. As we finished up our drinks and Hardin told us about his trip to the Deep South I felt like we were actually starting to form a pretty solid group. We also went ahead and planned our next social which will be Monday night football at Parisi's place. Now that's more like it.



TEAM SOCIAL #2 (PSU GOLF)



Our second team social took place on Monday, September 20, 2010. Our entire group first met up at three o'clock pm at the PSU Golf Course for an agency visit to meet and discuss the future plans of our event with agency contact Joe Hughes. While at the PSU Golf Course, our group discussed with Mr. Hughes multiple topics ranging from marketing strategies to possible event ideas. Throughout our discussion, our group decided to promote a Halloween themed event and discussed with Mr. Hughes possible event sponsors and different ways to implement our theme throughout the courses facilities. After concluding at the PSU Golf Course, our entire group convened and decided to meet up at Adam Parisi apartment at 9 o'clock pm to watch Monday Night football. We decided this would make for a good social environment because we were all interested in watching the game and figured it would provide our group with a good opportunity to bond. While at Adams apartment, we as a group discussed what was happening during the Monday Night game as well as what had occurred during other games we watched throughout the weekend. In conclusion, our team social was a success. At the end of our social experience our entire group got to know each other better and was able to do so without spending any money. We were also able to have a very successful agency visit and discuss a lot of important event information with our agency contact Joe Hughes. \

Team Social #3

Our group met for our third and final social on Friday the 24 at the Penn State Creamery around 10:15AM. We enjoyed milkshakes, ice cream, coffee, and snacks together as we discussed our upcoming event. Every group member was in attendance. During our social we talked about our event as well as with each other to get to know one another better. Our team decided on doing our final social at the Creamery because it was something different from our previous two socials. Also, we could easily meet there and not have to spend a lot of money. The exact amount of money spent was \$16.00.

The social started by everyone getting any snacks or drinks they wanted. We then sat down and talked with one another for quite a while. After some fooling around Andrew settles us down and we started to get down to business. We talked about our sponsorship team and what our plan would be. We discussed what kind of sponsors would be good to have and what sponsors would do well with our age group. Andrew helped us out by suggesting sponsors that worked well for him and which ones we need to ask quickly, such as Gumby's Pizza. The reasoning, he said, was that if we are the 8th group to ask them for a donation they are less likely to give it to us than if we were 1st.

After discussing sponsorships, we talked about upcoming assignments and events that needed to be taken care of. We touched on a timeline of when we needed to have things done by as well. Overall, the 3rd social went really well. It was definitely the most productive social that we have had so far. It was convenient for everyone to meet and enjoy some ice cream while doing it!



Group Rights & Responsibilities.

Rights & Responsibilities

We have the right to:

1. Have fun!
2. Be respected and act with integrity during our event.
3. Learn.
4. Plan an event.
5. Speak freely in an appropriate manner.

We are responsible to:

1. Be kind and respectful to one another.
2. Design, implement and evaluate a high quality community event.
3. To listen to what every group member has to say.
4. Do our work and attend class.

Penn State Golf Courses

Weekly Minutes #1 for the week of 08/30/10 to 09/05/10

Submitted by: Adam Parisi

X = present, O = absent

Meeting dates (in and out of class, team and committee meetings) Enter dates here →	Mon 8/30	Tues	Wed 9/1	Thurs	Fri 9/3	Sat	Sun
Adam Parisi			X		X		
Mike Shutte			X		O		
Todd Moser			X		X		
Andy Walkley			X		X		
Tim Dinich			X		X		
Adam Bresnehan			X		X		
Mike ?			X		O		
Jake Wagner			X		X		
PM: Andrew Hardin			X		O		
Joe Hughes (Agency contact)			O		O		
Kathleen Raupach			X		X		

Monday 8/30/10

On Monday 8/30 we watched a presentation given by the peer mentors about their RPTM 356 Event. Each mentor had a lot of information to give and it seemed as if everyone was interested and really paid attention to what they had to say. We saw a presentation on Safari Golf, The stay and play, and broomball. Every event looked like it was very successfully run and that the participants had a lot of fun. We then opened the floor for discussion and those people who had questions asked them and they were adequately answered by each mentor. We then as a class filled out a feedback sheet to let Kathleen know how helpful this day was.

Wednesday 9/1/10

On Wednesday 9/1 the class broke up into the teams for the semester and the events were announced, we also met our peer mentors. We then did a team building activity with building blocks that taught us a lot about communication. The activity included someone going to another room to build an object, then everyone was able to participate and we all had roles. Everyone was able to contribute something to the team.

Friday 9/3/10

On Friday 9/3 the class broke up into our groups and we did another team activity. We first went over an event that each member of our group had attended or took part in that event. We then went over what would make a successful event with each team member and then

presented it to the class. Each group had similarities in their responses but each presentation was different. At the end of class we divided up a few of the first tasks to be done on the blue task sheet.

Penn State Golf Courses

Weekly Minutes #2 for the week of 09/6/10 to 09/12/10

Submitted by: Todd Moser

X = present, O = absent

Meeting dates (in and out of class, team and committee meetings) Enter dates here →	Mon 9/6	Tues 9/7	Wed 9/8	Thurs 9/9	Fri 9/10	Sat 9/11	Sun 9/12
Adam Parisi	NC		X		X		
Mike Shutte	NC		O		X		
Todd Moser	NC		X		X		
Andy Walkley	NC		X		X		
Tim Dinich	NC		X		X		
Adam Bresnehan	NC		X		X		
Mike Latham	NC		X		X		
Jake Wagner	NC		X		O		
PM: Andrew Hardin	NC		O		O		
Joe Hughes (Agency contact)	NC		O		O		
Kathleen Raupach	NC		X		X		

* NC = No Class

** Excused absence - Andy Walkley went to the Alabama game

Monday 9/6/10

On Monday 8/30 we did not have class due to it was Labor Day Weekend.

Wednesday 9/8/10

On Wednesday 9/8 we began the class by handing in our first week's timesheet. After we handed in our timelines, we went over the team social event #1. The team social event consists of spending 1 ½ hours with our teammates and bring back a team picture of what we did on that particular day. We then discussed Homework #2 which is due September 10, 2010. Homework #2 is called assets and availability and you have to write a mini biography about yourself and answers questions on the team will work with each other and communicate. Once the questions are all answer the next part of the homework is filling out an average weeks schedule for when you have class, work, or sports practices. We then discussed and took notes on Programming Concepts. The Notes are at the bottom of the page. After we took notes, that was the end of the class

Friday 9/10/10

On Friday 9/10 we started of the class by discussing and going over the guidelines to the Event Observation Paper. The paper consists of going to a large scale community or campus special event and then write a 1 to 1 ½ page paper on describing the event and describing the participants that participated in the event. After we went over the Event Observation Paper we broke up into our groups and discussed Homework #2, Assets and Availabilities. We read each other our biographies and went over all our schedules to see when we could meet for team socials. We are to send all of our biographies to Mike Shutte. Timesheet number two is due Monday 9/13. After we discussed our plans for the week class was ended.

Penn State Golf Courses

Weekly Minutes #3 for the week of 9/13/10 to 9/19/10

Submitted by Timothy Dinich

X=present, O=absent

Meeting dates (in and out of class, team and committee meetings) Enter Dates Here →	Mon 9/13	Tues 9/14	Wed 9/15	Thurs 9/16	Fri 9/17	Sat 9/18	Sun 9/19
Adam Parisi	X		X		X		
Mike Shutte	X		X		X		
Todd Moser	X		X		X		
Andy Walkley	X		X		X		
Tim Dinich	X		X		X		
Adam Bresnehan	X		X		O		
Mike Latham	X		X		X		
Jake Wagner	X		X		X		
PM: Andrew Hardin	O		X		X		
Joe Hughes (AgencyContact)							
Kathleen Raupach	X		X		X		

Monday 9/13/10

On Monday 9/13, we began the class by turning in our timesheets and our team report for the previous week. In class we talked about organizational factors that we need to think about when planning our event. These include agency mission, staffing and equipment. Some external factors are weather and competition. Kathleen also talked about audiences when it comes to their demographics and their backgrounds. Using this information, we realized that we need to keep our event age appropriate and take into account the skills and abilities of our participants as well as their emotional and cognitive abilities. We met for our team social for about an hour and a half at Jake Wagner's apartment where we watched football and hung out. I thought everybody had a good time watching the game and getting to know everyone a little better.

Wednesday 9/15/10

On Wednesday 9/15, we compiled our assignment #3 which was the Brainstorming Activity on the giant green paper and discussed the advantages and disadvantages of some different ideas. We came to a consensus that a Halloween theme would be a very good idea. Mike Shutte

worked on contacting Joe Hughes so that we could set up our site visit. We turned in our team social report to Kathleen and we turned in our Team Assets and availability to our Peer Mentor. As a group, we determined who would perform which roles. Adam Parisi, Todd Moser, and Jake Wagner volunteered to do the Sponsorship tasks, Tim Dinich, Adam Bresnehan, and Jake Wagner volunteered to do the Marketing tasks, and Mike Shutte, Andy Walkley, and Mike Latham volunteered to do the Logistics tasks.

Friday 9/17/10

On Friday 9/17, we discussed various things within our group. First of all, we all agreed upon the date that we would do our site visit and decided upon Monday the 20th at 3 o'clock at the Penn State Golf Courses. We also scheduled our second team social for Monday night where we will watch Monday Night Football where the World Champion New Orleans Saints head to San Francisco to face the San Francisco 49ers. It should be quite a football game. We handed in our Team Assets and Availability to Kathleen and also discussed the Info Gathering and Feasibility Analysis.

Next Steps

1. Turn in Timesheet #3 Monday September 20th
2. Make Site Visit Monday September 20th
3. Turn in Homework #4 Goals and Objectives Wednesday September 22nd
4. Turn in Event Observation Paper Wednesday September 22nd
5. Work on Info Gathering and Feasibility Analysis

Team Report #4

Weekly Minutes #4 for the week of 9/20 to 9/26

Submitted by: Adam Parisi

X = present, O = absent

Meeting dates (in and out of class, team and committee meetings)	Mon 9/20	Tues 9/21	Wed 9/22	Thus 9/23	Fri 9/24	Sat 9/25	Sun 9/26
Adam Parisi	X	----	X	----	X	----	----
Mike Shutte	X	----	X	----	X	----	----
Mike Latham	X	----	X	----	X	----	----
Adam Bresnehan	X	----	X	----	X	----	----
Jake Wagner	X	----	O	----	X	----	----
Tim Dinich	X	----	X	----	X	----	----
Andy Walkley	X	----	X	----	X	----	----
Todd Moser	X	----	X	----	X	----	----
PM: Andrew Hardin	X	----	X	----	X	----	----
Joe Hughes (Agency Contact)	----	----	----	----	----	----	----
Kathleen Raupach	X	----	X	----	X	----	----

Meeting Focus / Purpose:

Monday September 20, 2010

Our first meeting for this week was during class time on Monday September 20th. The topic of class today was Goals and Objectives. In class we went over a power point presentation on goals and objectives for our events. We talked about both process objectives and outcome objectives and how they differ from one another. After the lesson we were given a handout in class and we had to determine whether each sentence on the piece of green paper was an outcome or process objective. In class we were told a homework was due during the next class and that we had to name three process and three outcome objectives for each person so we can have a better idea of where we want to go for our event. During the class we also discussed our upcoming Event Observation Paper due on Wednesday September 22nd. Towards the end of class we discussed what we were doing for our team social later that evening. We ultimately decided to watch Monday Night Football at Adam P.'s apartment. It was a lot of fun and it took our minds off of class and our event. Although we were still discussing the event and what we needed to do to get ready for it.

Wednesday September 22, 2010

Our second team meeting this week was on Wednesday September 22nd. In class today, we continued talking more on the previous class goals and objectives. Today our Goals and Objectives Homework was due. Everyone in our group was in class except for Jake Wagner. We got into our group early in class and discussed our goals and objectives for our Halloween Themed Golf Event. In class when discussing out homework we each wrote three objective outcomes and process objectives. We went around in our group and we each read off and made note who's were the best. We came up with several good objectives and processes to follow through with our event. When we were ready we had representatives from our group to go up to the chalkboard and write down the best from process and outcome objectives that we could possibly come up with. Kathleen went around to each group and helped each team by listening to each group read aloud a few of their sentences. Kathleen was a big help by giving us productive criticism on each sentence she heard us read aloud. This was helpful with the Assignment of Goals and Objectives This really helped us understand what a process and outcome objective really was. On this sunny Wednesday morning we also had our Event Observation Paper due. It was based on a special event that we had seen sometime this semester. The end of class concluded with us each submitting our papers.

Friday September 24, 2010

Our third meeting of the week was once again in class and took place on Friday September 24th. The initial brainstorm was submitted to Kathleen by Jake Wagner and the Information Gathering and Feasibility Analysis was due to Andrew Hardin. The topic of this class period was developing a sponsorship letter and plan. In this session our class was taught by the peer mentors, Andrew and Brian. They went over and discussed the right steps and what it would take to get some good sponsors and how to be professional with our involvement and meetings with the hopeful sponsors. We each took notes on what it would take to have a good sponsorship team and letter. After class we went to the Creamery and got items for our third and final social. We spent an hour and a half upstairs at the creamery discussing what our plans were for the weekend and what we were doing for the Penn State game this weekend. This concluded our meetings for the week.

Next Steps (what needs to be done, by whom and by when?)

1. 9/27/10 – Goals and Objectives – Todd
2. 9/27/10 – Team Social #3 – Mike S.
3. 9/27/10 - Team report #4 – Adam P.
4. 9/27/10 – Sponsorship Letter and Plan – Adam P. and Todd M.

10/1/10 – Marketing Plan and Materials

Team Report #5

Halloween Golf							
Weekly Minutes #5 for the week of September 27th-October 3rd							
Submitted by: Andy Walkley							
Meeting Dates	Mon 9/27	Tues 9/28	Wed 9/29	Thurs 9/30	Fri 8/01	Sat 8/02	Sun 8/03
Andy Walkley	X		X		O		
Tim Dinich	X		X		O		
Adam Parasi	X		X		O		
Mike Shutte	X		X		X		
Adam Bresnehan	X		X		X		
Todd Mosser	X		X		X		
Mike Latham	X		X		X		
Jake Wagner	X		X		O		
X=Present							
O=Absent							

Meeting focus/purpose

Monday September 27

The whole class period we were given team meeting time. We used this time to plan out what we would be doing the rest of the week. The sponsorship committee focused on getting a game plan together on when and how they would start soliciting donations for the event. They had worked on a letter to bring with them and planned to go one day after school that week. Together they discussed which places they would go to and thought about the types of things we needed to get from them. The marketing committee had to discuss what they were going to do to

get the word out about our event. Joe Hughes was willing to send out an email with more information on our event. They discussed who would come up with the flyer to send to Joe so that he could get it out to the membership as soon as possible. Tim, Adam, and Jake went over the places around town where we would put up our flyers. They decided on the golf course, the local ymcas, and the local school systems. The logistics committee started to discuss the schedule of events so that we could complete our assignment that was due on Friday. Immediately after class we all went to the creamery to have our third social. We all grabbed a coffee or a bagel and then we all went and sat upstairs.

Wednesday September 29th

We had a guest speaker Molly who works for Milbrook Marsh. She talked about how she was responsible for raising money for the organization. Moly has a lot of experience going to business in the area to try and get them to give towards her organization. She started out by going over the basics of how to ask for donations. Most importantly she said to make sure that we talk to the right person about it. There is no need to bother other people if there not the ones who are going to be able to help. It was also really important that when you talk to the person you don't hold the letter hostage or read right from it. It's best to keep it in a folder and then give it to them at the end with your contact info. Before leaving it is also crucial to make sure that you tell them you will be getting back in touch with them. If you wait and let them contact you it may never happen. After that she went in to what to say if they say no. It's important to not be pushy but to be sympathetic. Molly recommended however to say that you understand there situation but if they could think. Towards the end she had each sponsorship committee come to the front of the class and role play going to get sponsorships. This was good because it showed everybody the right and wrong way to go about getting sponsorships' for our event.

Friday October 1st

On this day in class Kathleen went over directions for our paper that is due on Wednesday. This assignment is our first process evaluation. Each team member will look back and reflect on everybody's progress over the last couple of weeks. We will then each receive a compiled version of the assignment so we can see what everybody else thinks of our effort in the group. So not only will this make us reflect on how things have been going it is also meant to help us improve for the weeks to come. For the last ten minutes we had a short meeting with Joe Hughes. We discussed with him different sponsorship opportunities, marketing plans and our sponsorship letter. Joe gave us some good ideas for food such as Gumby's pizza. He thought it would also be helpful to get something donated from a grocery store so we could use the card to get whatever we needed. He liked our plans for marketing by sending an email to the membership and dropping flyers off at the local schools and YMCAs. Our sponsorship letter was good too and we are in good shape for our event. We plan on being able to start taking signups and getting our sponsors next week.

Next Steps

Monday- Due Marketing Plan and Materials-Tim, Jake, Adam
 Due Participants Schedule of Events-Andy and Mike

Wednesday- Due Process Evaluation- Each team member submits their own
 Due Committee Structure and Management Plan-Each Committee submits one
 Due Registration Materials-Tim
 Due Equipment and Supplies-Andy
 Due Facility Layout-Mike Shutte

Friday- Due Risk Management Plan-Mike Latham
 Due Eval Design and Survey- Adam

PSU GOLF

Weekly Minutes # 6 for the week of 10/4/10 – 10/10/10
 Submitted by: Michael Latham

X = present, O = absent

Meeting dates (in and out of class, team and committee meetings)	Mon 10/4	Tues 10/5	Wed 10/6	Thus 10/7	Fri 10/8	Sat 10/9	Sun 10/10
Adam Bresnehan	X	----	X	----	O	----	----
Adam Parisi	X	----	X	----	X	----	----
Michael Latham	O	----	X	----	X	----	----
Michael Shutte	X	----	X	----	X	----	----
Todd Moser	X	----	X	----	X	----	----
Tim Dinich	X	----	X	----	X	----	----
Andy Walkley	X	----	X	----	X	----	----
Jake Wagner	X	----	X	----	X	----	----
PM: Andrew Hardin	X	----	O	----	X	----	----
Joe Hughes (Agency Contact)	----	----	----	----	----	----	----
Kathleen Raupach	X	----	X	----	X	----	----

Meeting Focus/ Purpose:

On Monday, October 4th, everyone but Michael Latham was able to be present in class. During class on Monday, the PSU group first met up at the beginning of RPTM 356 and briefly discussed issues occurring with group assignments and turned in time sheet #5. Once class began, the group listened to a small lecture and obtained information on facility layout and staffing plans. Towards the end of class, team time was given to every group. During team time on Monday, the PSU golf group started by passing back the graded assignments in the team folder and then discussed the feedback and grades received. After discussing the feedback, the golf group then identified who would be responsible for upcoming team assignments. Adam B. took responsibility to complete assignment #14 and Jake volunteered to complete assignment #16. During class, the group also briefly discussed the individual process evaluation which was due that upcoming Wednesday.

On Wednesday October 6th, all but Andrew Hardin was present in class. Before RPTM 356 began, the golf team once again briefly discussed upcoming team assignments. The group also turned in copies of the equipment & supply list and the facility layout plan to Andrew Hardin. Once class began, the golf group listened to a small lecture on risk management. After the lecture, the golf group participated in a group exercise. The exercise involved the group receiving a risk scenario and having to nullify the situation using the information just discussed during the class lecture. After the exercise was over, the golf group was able to have some team time. During team time, the group handed back any graded assignments and discussed who was responsible for upcoming team assignments. Michael L. took responsibility for the next team report. Furthermore, the group also discussed the progress on upcoming assignments such as the staffing plan, evaluation design & survey, and the risk management plan. Towards the end of team time, the members of the different committees met up and discussed future assignments and who was doing what. The main focus of team time was on discussing the upcoming assignment #14 and #16 for Friday.

On Friday October 8th, everyone but Adam B. was able to be present during class. At the beginning of class, the group turned in the corrected copies of assignments #8, #11, and #12. The golf group also passed back any graded assignments that were in the PSU Golf folder. Because there was a long class lecture on tips for the evaluation and design plan, the golf group did not have much team time to discuss the upcoming event during class. During the little team time the golf group had to discuss the event, the group addressed the staffing plan and the thank you letters which were due the following week. Mike Shutte and Michael Latham took the responsibility to work on the staffing plan and Adam P. volunteered to address the thank you letters.

Next Steps

- 1) Submit any second attempts on assignments to Kathleen that are due.
- 2) Turn in Timesheet #6 on Monday October 11th.
- 3) Turn in team assignment # 11, 13, 15, for review on respected due dates.
- 4) Meet for a group meeting outside of class and discuss event planning concerns.

COMMITTEE REPORTS

Sponsorship & Finance

A sponsorship from Kildare's Irish Pub was obtained.

Next Step

- 1) Continue to find potential sponsors for the event and contact these sponsors with an effective proposal.

Marketing

Key Accomplishments

- 1) Submitted final copy of Marketing Plan & Materials.

Challenges

Our main challenge is gaining more participants to attend our event and finding better ways to market to potential participants.

Next Steps

- 1) Team Assignment # 12 final completion.
- 2) Putting final touches on our event flyer.

Logistics

Key Accomplishments

Our group turned in our final copy of the Participant schedule and Expectations.

Next Steps (what needs to be done)

- 1) Staffing Plan- Mike L., and Mike S.
- 2) Find more sponsors- Adam B., and Tim
- 3) Thank you notes- Adam P.

Next Out of Class Meeting is: The next PSU golf group out of class meeting is going to be decided during our groups next Team time.

PSU GOLF

Weekly Minutes #7 for the week of **Week of: 10/11 – 10/17**

Submitted by: Adam Bresnehan

X = present, O = absent

Meeting dates (in and out of class, team and committee meetings)	Mon 10/4	Tues 10/5	Wed 10/6	Thus 10/7	Fri 10/8	Sat 10/9	Sun 10/10
Adam Bresnehan	X	----	X	----	X	----	----
Adam Parisi	X	----	X	----	X	----	----
Michael Latham	X	----	X	----	X	----	----
Michael Shutte	X	----	X	----	X	----	----

Todd Moser	X	----	X	----	X	----	----
Tim Dinich	X	----	X	----	X	----	----
Andy Walkley	X	----	X	----	X	----	----
Jake Wagner	X	----	X	----	X	----	----
PM: Andrew Hardin	X	----	X	----	X	----	----
Joe Hughes (Agency Contact)	----	----	----	----	----	----	----
Kathleen Raupach	X	----	X	----	X	----	----

Meeting Focus/ Purpose:

This week we made a lot of progress. On Monday we met at Adam P's house to make sure that everyone was on the same page. Adam P. prepared an agenda for the meeting; we went through it and covered each committee's duties throughout the week and a goal each group would be striving to meet.

Although the football game was on we managed to stay focused and make sure everyone knew what the game plan was for the week. Tim and I explained our plan to market to the community. We set a goal of having 30 people signed up by the end of the week. We succeeded in this goal and now have 34 people signed up. We visited several school within the area, three radio stations, and both YMCA's.

The sponsorship committee was successful in acquiring about 13 sponsors. With a variety of donations from each sponsor it will be a vital part in producing a successful event. We have also been getting some good ideas for tricks and treat during the event. One idea we had was setting up an inflatable birdie shot which will be a great attraction for the kids and a challenging game for the adults.

Overall I think the stars are really starting to line up for this group. Our event is less than a week away and we are confident it will be a big hit for the participants. We plan on setting the bar high for the other groups in class and I think we will be nothing short of that goal.

Frankenstein's Freaky Foursomes

Weekly Minutes #8 for the week of 10/18/10 – 10/24/10

Submitted by: Jake Wagner

X = present, O = absent

Meeting dates (in and out of class, team and committee meetings)	Mon 10/18	Tues 10/19	Wed 10/20	Thus 10/21	Fri 10/22	Sat 10/23	Sun 10/24
Jake Wagner	X	----	X	X	X	X	----
Adam Parisi	O	----	O	X	X	X	----
Michael Shutte	X	----	X	X	X	X	----
Timothy Dinich	X	----	X	X	X	X	----
Andy Walkley	X	----	X	X	X	X	----
Adam Bresnehan	X	----	X	X	X	X	----
Michael Latham	X	----	X	X	X	X	----

Todd Moser	X	----	X	X	X	X	----
PM: Andrew Hardin	O	----	O	X	X	X	----
Joe Hughes (Agency Contact)	O	----	O	----	O	X	----
Kathleen Raupach	X	----	X	----	X	X	----

Meeting Focus / Purpose:

Monday October 18th, 2010

This was the first day of the most important week for our event. We had around six days to pull together a successful Halloween themed Parent-Child golf tournament. We conversed with our Marketing, Sponsorship, and Logistics team to figure out what else needed to be done. One of our members, Adam Parisi, and our peer mentor, Andrew Hardin, were in Florida for a golf tournament until Wednesday. We assigned each task we had left to the rest of our group members. We then scheduled a group meeting for Thursday night, when all of our members would be back. This would ensure that we had everything in place before meeting with our volunteers on Friday and running our event on Saturday. We knew it would be a long week, but we were confident that our event would be successful.

Wednesday October 20th, 2010

On Wednesday we recapped everything we went over on Monday and handed in the assignments we completed. This gave us an idea of what kind of shape we were in. The sponsorship team had done a tremendous job, obtaining around 20 different sponsorships for our event. The marketing team had completely pulled through the last few days, filling every available spot for our golf tournament. The logistics team had everything organized and ready to implement into our Halloween golf tournament.

Thursday October 21st, 2010

On this night we had a meeting at Adam Parisi's apartment to finalize all of our plans for our event. Andrew Hardin and Adam were back, so we had our entire team together. We gathered all of our assignments and delegated the last few responsibilities: posters, scorecards, etc. This was a very important meeting because the next day we were meeting on site with our volunteers. This was last meeting with just the members of our group.

Friday October 22nd, 2010

This was our last day in class before our event on Saturday. We talked with Kathleen to finalize all of the necessary details. Everything seemed to fall into place perfectly, while the event was less than 24 hours away. After class we met at the Penn State Golf Courses with Joe Hughes and all of our volunteers. We set up all of our decorations, tables, and prizes while we talked to our volunteers about the plan for Saturday. After a couple hours of preparation, we departed to get a good night sleep for our event.

Saturday October 23rd, 2010

Our event was finally here. We arrived at the Penn State Golf Courses at 7:00 AM to give us at least 2 hours before our participants showed up. We set everything up and made our last minute adjustments. As the families began to arrive at 9:00 AM everything was perfect. We were completely on schedule and all of our members and volunteers were in position. Overall, the event went extremely well. All of our sponsorships came through and the families had a blast out on the course. We had unbelievable feedback from our participants. I am proud to say that my team put together a tremendously successful event.

Next Steps

1. Thank you letters
2. Budget Summary
3. Operations Manual
4. Team Power Point Presentation

Frankenstein's Freaky Foursomes

Weekly Minutes #9 for the week of 10/25-10/31

Submitted by: Michael Shutte

X = present, O = absent

Meeting dates (in and out of class, team and committee meetings)	Mon 10/25	Tues 10/26	Wed 10/27	Thus 10/28	Fri 10/29	Sat 10/30	Sun 10/31
Michael Shutte	D	----	X	----	X	----	----
Adam Parisi	A	----	X	----	X	----	----
Jake Wagner	Y	----	X	----	X	----	----
Todd Moser		----	X	----	X	----	----
Tim Dinich	O	----	X	----	X	----	----
Andy Walkley	F	----	X	----	X	----	----
Mike Latham	F	----	X	----	X	----	----
Adam Bresnehan		----	X	----	X	----	----
PM: Andrew Hardin		----	X	----	X	----	----
Joe Hughes (Agency Contact)		----	O	----	O	----	----
Kathleen Raupach		----	O	----	O	----	----

Meeting Focus / Purpose:

Monday January 25th, 2010

Our team event was on Saturday the 23rd, so Kathleen gave us the day off. However, Todd Moser still showed up for class because he did not get the memo that class was canceled. The rest of the team thought that was pretty funny.

Wednesday January 27th, 2010

Our first team meeting after our event was on Wednesday in class. We were able to talk with each other about how we thought the event went. Talked about what worked well and what did not work well. We then started to talk about what we need to start to work on now that the event is over. We talked about our presentation, as well as who is going to do what. We also discussed our second peer evaluation. The final thing we covered in class on Wednesday is the operations manual. This is the biggest assignment we have left and it will require a lot of communication amongst the group. I think we will be ready to go for it though.

Friday February 29th, 2010

In class on Friday, the team discussed further our plan for the operations manual and how we will handle completing it. We then talked about thank you letters and the budget summary, both of which will be completed by the sponsorship committee. We then talked about who would write the team report for the week, which I volunteered to handle.

Next Steps (what needs to be done, by whom and by when?)

1. Thank you letters- Adam P. and Todd M.
2. Budget Summary- Adam P. and Todd M.
3. Operations Manual- Everyone
4. Team Power Point Presentation- Everyone

Team Report #10

for the week of 11/1 to 11/7

Submitted by: *Adam Parisi*

X = present, O = absent

Meeting dates (in and out of class, team and committee meetings)	Mon 11/1	Tues 11/2	Wed 11/3	Thus 11/4	Fri 11/5	Sat 11/6	Sun 11/7
Adam Parisi	X	----	X	----	X	----	----
Mike Shutte	X	----	X	----	X	----	----
Mike Latham	O	----	O	----	X	----	----
Adam Bresnehan	X	----	X	----	X	----	----

Jake Wagner	X	----	O	----	X	----	----
Tim Dinich	O	----	X	----	O	----	----
Andy Walkley	O	----	X	----	X	----	----
Todd Moser	X	----	X	----	X	----	----
PM: Andrew Hardin	O	----	X	----	X	----	----
Joe Hughes (Agency Contact)	----	----	----	----	----	----	----
Kathleen Raupach	X	----	X	----	X	----	----

Meeting Focus / Purpose:

Monday November 1, 2010

Our first meeting for this week was during class time on Monday November 1st. Today's objective for the class was Team Time. Although we have did not have great participation because the attendance was not superb on this day we did brainstorm and we had several good ideas. Kathleen walked around the class to spend some individual time with each group as they are all striving for perfection as the semester commences. When Kathleen came and talked to our group in particular we discussed the Thank You Letters, envelopes, and appropriate send time of the letters. Adam P. is in charge of the letters and was making the final touches on them before we could send them out to our sponsors, volunteers, and agency contact Joe Hughes. The team brainstormed some ideas about what to do for the upcoming OM check, PowerPoint presentation, and process evaluations.

Wednesday November 3, 2010

Our second team meeting this week was on Wednesday November 3rd. In class today, we continued talking more on the previous classes ideas and brainstorming issues we had brought up. Once again Kathleen went around to each individual group to help them to round out the semester. Some groups still have their event so they require a bit more attention than others who have finished already. Kathleen talked briefly about Thank You Letters, volunteering for other events and the correct processes needed in order to complete another groups critique on their event. Kathleen handed out envelopes to Adam P. so he could address each one to the proper sponsor.

Friday November 5, 2010

Our third meeting of the week was once again in class and took place on Friday November 5th. Everyone was in class during this meeting except for Tim Dinich. The team started to sign the Thank You Letters but we messed up and signed in the wrong spot. Kathleen pointed this out to the group and the group felt inadequate in that we now have to redo them. Kathleen did not have a backup stack so we have to wait until next Wednesday in order to sign the letters again. We brainstormed some ideas for the upcoming team presentation on December 3rd.

Next Steps (what needs to be done, by whom and by when?)

1. OM Check #2 – Wednesday 11/10 – ALL

2. Team Report #11 – Monday 11/15 – Todd Moser
3. Budget Summary – Monday 11/29 – Adam Parisi and Todd Moser
4. Process Evaluation – Wednesday 11/17 – Everyone

Team Presentation – Friday 12/3 - ALL

Penn State Golf Courses

Weekly Minutes #11 for the week of 11/8/10 to 11/14/10

Submitted by: Todd Moser

X = present, O = absent

Meeting dates (in and out of class, team and committee meetings)	Mon 9/6	Tues 9/7	Wed 9/8	Thurs 9/9	Fri 9/10	Sat 9/11	Sun 9/12
Adam Parisi	X		X		X		
Mike Shutte	X		X		X		
Todd Moser	X		X		X		
Andy Walkley	X		X		X		
Tim Dinich	X		X		O		
Adam Bresnehan	X		X		X		
Mike Latham	X		X		X		
Jake Wagner	X		X		X		
PM: Andrew Hardin	X		O		X		
Joe Hughes (Agency contact)	O		O		O		
Kathleen Raupach	X		X		X		

Monday 11/8/10

On Monday 11/8 our group came to class today and had team time. We discussed what meetings we were going to have this week and we also talked about what we have left to finish up. We are in the progress of working on our power points and or operations manual.

Wednesday 11/10/10

On Wednesday 11/10 Kathleen started class by telling everyone what is left to be completed for the class. She told us that our second process evaluation is due November 17, our critique on another team's event is due within one week prior to the event, and our operation manual is due at the end of the semester. She also told us to keep up on our group power point presentations. After Kathleen talked about what assignments are due our group signed our thank you letters to our sponsors and volunteers. Once we signed our thank you letters we talked about meeting next week sometime to work on our operation manual and power points.

Friday 11/12/10

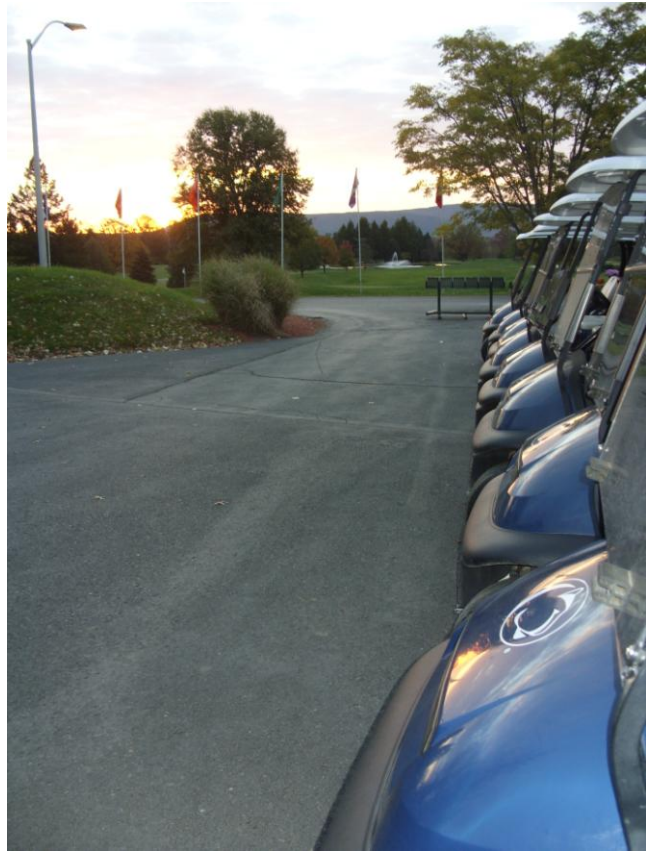
In class on Friday our group discussed what projects and activities are due. We also planned a meeting for Monday night on November 15 at 8:00 pm to finish up our power point and operations manual.

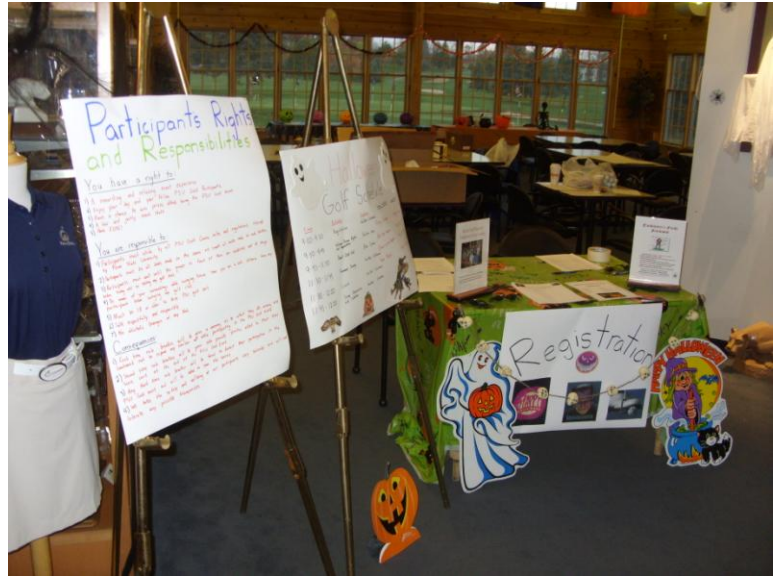
Upcoming Due Dates

- Budget Summary (Adam and Todd) Monday (11/15)
- Peer Evaluation #2 (Everyone) Wednesday (11/17)
- Critique Event Paper One Week after the event
- Power Point Friday (12/3)
- Operation Manual Last day of Class

- **Event Photos:**











Volunteer Sign In



Khalid Brannon-Hatcher _____

JanAlex Mixon _____

Matthew Nelson _____

Steve Parsons _____

Joseph Vitalec _____

- **Public Service Announcements:**

Announced on the radio and fliers at elementary schools, community soccer leagues

- **Facility Layout :**
Attached
- **Completed Surveys:**
Attached
- **Handouts given to participants:**
No hand out were given besides a copy of the Right and Responsibilities issued in each golf car.
- **Educational materials used:**
We did not feature any educational materials during our event. However, based on the participants skill levels at each hole, the planners stated a rule or tip to assist participants appropriately.
- **PowerPoint Presentation:**
Attached

