



RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES EVENT

CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant Management

INSTRUCTIONAL AREA
Customer Relations

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain the nature of positive customer relations.
- Demonstrate a customer service mindset.
- Build and maintain relationships with customers.
- Identify factors associated with positive customer experiences.
- Describe strategies for managing customer dynamics.

EVENT SITUATION

You are to assume the role of the general manager at BIG TIME, an independent family restaurant in a medium sized town. The owner (judge) wants your help in determining how to honor active military and veterans on military appreciation day that differs from other restaurants in town.

BIG TIME is located in a town near a military base with many other independent restaurants and national chain fast food and full-service restaurants. Each military appreciation day, several chain restaurants in the area offer a promotion to active military and veterans that includes a free meal in honor of their service. The restaurants that participate are extremely busy from open to close, with active military and veterans enjoying the special promotion. Unfortunately, BIG TIME does not have the financial ability to offer free meals and has not been able to participate.

The owner of BIG TIME (judge) wants to demonstrate positive customer relations to active military and veterans on military appreciation day but is unsure how to participate without offering free meals. The owner (judge) has asked you to help determine how to honor them in a unique way.

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

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the owner of BIG TIME, an independent family restaurant in a medium sized town. You want the general manager's (participant's) help in determining how to honor veterans on military appreciation day that differs from other restaurants in town.

BIG TIME is located in a town near a military base with many other independent restaurants and national chain fast food and full-service restaurants. Each military appreciation day, several chain restaurants in the area offer a promotion to active military and veterans that includes a free meal in honor of their service. The restaurants that participate are extremely busy from open to close, with active military and veterans enjoying the special promotion. Unfortunately, BIG TIME does not have the financial ability to offer free meals and has not been able to participate.

You want to demonstrate positive customer relations to veterans on military appreciation day but are unsure how to participate without offering free meals. You have asked the general manager (participant) to help determine how to honor them in a unique way.

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

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

1. How can we promote your ideas to the community?
2. Why is it important for us to participate?

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

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

EVALUATION INSTRUCTIONS

- The participants are to be evaluated on their solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES – 2026

JUDGE'S EVALUATION FORM DISTRICT EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Customer Relations

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature of positive customer relations?	0-1-2-3	4-5-6	7-8-9	10	
2.	Demonstrate a customer service mindset?	0-1-2-3	4-5-6	7-8-9	10	
3.	Build and maintain relationships with customers?	0-1-2-3	4-5-6	7-8-9	10	
4.	Identify factors associated with positive customer experiences?	0-1-2-3	4-5-6	7-8-9	10	
5.	Describe strategies for managing customer dynamics?	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						