



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Restaurant and Food and Beverage Services

INSTRUCTIONAL AREA
Information Management

RESTAURANT AND FOOD SERVICE MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

PERFORMANCE INDICATORS

1. Explain legal issues associated with information management.
2. Explain ways that technology impacts business.
3. Protect against identify theft.
4. Explain the role of ethics in information management.
5. Demonstrate use of point of sale systems.



EVENT SITUATION

You are to assume the role of manager at THE BLACK KETTLE, a popular mid-priced restaurant. The owner (judge) has asked you to analyze and make a recommendation regarding a recent credit card transaction.

THE BLACK KETTLE is a locally owned mid-priced restaurant with a Colonial Williamsburg theme and décor. Serving steaks, barbequed ribs, pasta, seafood and specialty desserts, the restaurant has been in operation since 1965. While enjoying many long time loyal customers, THE BLACK KETTLE has also been a favorite among restaurant critics who have typically given it four stars (out of a possible five).

Three weeks ago the founder and sole owner of THE BLACK KETTLE sold the business. The new owner (judge) has no previous restaurant experience; but knew enough about the goodwill that had been built up over the years to keep the name the same. The restaurant closed for one week before reopening under new ownership to make some equipment upgrades and do some minor remodeling. One of the upgrades was the purchase and installation of a new point of sale (POS) system.

For the past two weeks THE BLACK KETTLE has been operating under the new ownership with business pretty much as usual. Last night, a customer who paid for his meal with a credit card, made the following comment to the server: “since when are you allowed to print a customer’s full credit card number and expiration date on the receipt?” The server said she didn’t know but would pass the question on to the owner.

The owner (judge) has requested a meeting with you to get your analysis and recommendation(s) regarding the customer comment on the credit card transaction last night. Specifically:

- What credit card information can legally be printed on customer receipts?
- If we have made some kind of mistake, how could it possibly have happened?
- If we are at fault, what, if anything, should we do?

You will present your recommendations 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 and have answered the owner’s (judge’s) questions, the owner (judge) will conclude the role-play by thanking you for your work.

JUDGE'S INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

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

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form
Please use a critical and consistent eye in rating each participant.

JUDGE ROLE-PLAY CHARACTERIZATION

You are to assume the role of owner of THE BLACK KETTLE, popular mid-priced restaurant. You have asked your manager (participant) to analyze and make a recommendation regarding a recent credit card transaction.

THE BLACK KETTLE is a locally owned mid-priced restaurant with a Colonial Williamsburg theme and décor. Serving steaks, barbequed ribs, pasta, seafood and specialty desserts, the restaurant has been in operation since 1965. While enjoying many long time loyal customers, THE BLACK KETTLE has also been a favorite among restaurant critics who have typically given it four stars (out of a possible five).

Three weeks ago the founder and sole owner of THE BLACK KETTLE sold the business. You have no previous restaurant experience; but know enough about the goodwill that has been built up over the years to keep the name the same. The restaurant closed for one week before reopening under your ownership to make some equipment upgrades and do some minor remodeling. One of the upgrades was the purchase and installation of a new point of sale (POS) system.

For the past two weeks THE BLACK KETTLE has been operating under your ownership. Last night, a customer who paid for his meal with a credit card, made the following comment to the server: "since when are you allowed to print a customer's full credit card number and expiration date on the receipt?" The server said she didn't know but would pass the question on to you.

You have requested a meeting with your manager (participant) to get his/her analysis and recommendation(s) regarding the customer comment on the credit card transaction last night. Specifically:

- What credit card information can legally be printed on customer receipts?
- If we have made some kind of mistake, how could it possibly have happened?
- If we are at fault, what, if anything, should we do?

(Note: According to the *Fair and Accurate Credit Transactions Act* (FACTA) which became law 12/01/2006, only the last five digits of the card account number can appear on electronically printed receipts given to the customer. The expiration date must also be deleted from the receipt.)

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

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

1. What is one way in which a restaurant can benefit from installing a new POS system?

(Note: POS systems can greatly reduce the amount of time the staff spends in the kitchen and speed up the order process. If a restaurant with 20 tables and an average check of \$45 can increase turnover by one party per table, which is an extra \$900 on a busy night. Additional savings come from reduced shrinkage: servers can't provide complimentary food to friends without entering them in the system.)

2. Is it ethical for the new owner of a business to keep the business name the same?

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

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

JUDGE'S EVALUATION INSTRUCTIONS

Evaluation Form Information

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

Evaluation Form Interpretation

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

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

JUDGE'S EVALUATION FORM
RFSM
SAMPLE EVENT

DID THE PARTICIPANT:

1. Explain legal issues associated with information management?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to explain legal issues associated with information management were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained legal issues associated with information management.

Meets Expectations

12, 13, 14, 15

Effectively explained legal issues associated with information management.

Exceeds Expectations

16, 17, 18

Very effectively explained legal issues associated with information management.

2. Explain ways that technology impacts business?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to explain ways that technology impacts business were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained ways that technology impacts business.

Meets Expectations

12, 13, 14, 15

Effectively explained ways that technology impacts business.

Exceeds Expectations

16, 17, 18

Very effectively explained ways that technology impacts business.

3. Protect against identify theft?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to protect against identify theft were weak or incorrect.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately protected against identify theft.

Meets Expectations

12, 13, 14, 15

Effectively protected against identify theft.

Exceeds Expectations

16, 17, 18

Very effectively protected against identify theft.

4. Explain the role of ethics in information management?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to explain the role of ethics in information management were inadequate or unclear.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately explained the role of ethics in information management.

Meets Expectations

12, 13, 14, 15

Effectively explained the role of ethics in information management.

Exceeds Expectations

16, 17, 18

Very effectively explained the role of ethics in information management.

5. Demonstrate use of point of sale systems?

Little/No Value

0, 1, 2, 3, 4, 5

Attempts to demonstrate use of point of sale systems were inadequate or weak.

Below Expectations

6, 7, 8, 9, 10, 11

Adequately demonstrated use of point of sale systems.

Meets Expectations

12, 13, 14, 15

Effectively demonstrated use of point of sale systems.

Exceeds Expectations

16, 17, 18

Very effectively demonstrated use of point of sale systems.

6. Overall impression and response to the judge's questions.

Little/No Value

0, 1, 2

Demonstrated few skills; could not answer the judge's questions.

Below Expectations

3, 4, 5

Demonstrated limited ability to link some skills; answered the judge's questions adequately.

Meets Expectations

6, 7, 8

Demonstrated the specified skills; answered the judge's questions effectively.

Exceeds Expectations

9, 10

Demonstrated skills confidently and professionally; answered the judge's questions very effectively and thoroughly.

Judge's Initials _____

TOTAL SCORE _____