

## Rollins College Crummer Graduate School of Business Domestic Consulting Project Information Sheet

<b>Company name:</b> Park Avenue Area Association (PAAA), in partnership with the Winter Park Chamber of Commerce
<b>Point of contact:</b> Melixa Carbonell, President of PAAA and co-owner of Shou'Ture
<b>Contact information (name, address, phone, fax, email):</b> Melixa Carbonell, 339 Park Avenue South, 407-647-9372, 407-740-5927, <a href="mailto:Melixa@shouture.com">Melixa@shouture.com</a>
<b>Definition of project (What is the “Main Thing” that you want investigated?):</b> Information and analysis that will make the Park Avenue and Hannibal Square area of Winter Park (the Central Business District) the most attractive place for retailers to want to open a store and the most outstanding place for residents and visitors to shop/dine in Central Florida.  What the PAAA wants/needs most is a strategic “agency” to help guide their decision making process in terms of advertising, marketing and public relations. A partnership with Crummer is ideal for many reasons: this project is as “real life” as it gets, proximity of project, connectivity between Rollins and chamber, long-term work project for future student groups/classes and the list goes on.  Some of the key objectives include: market research (retail rental rates, tenant mix, market trends), survey (customers, residents), marketing and advertising plan and key contact development with media representatives.
<b>Further describe the what, why, who, where, and when of this project:</b>  The project can begin as soon as possible. The PAAA Board meets once a month and the full PAAA meets once a month as well. Most meetings will take place at the Winter Park Welcome Center & Chamber of Commerce or at Crummer. Significant participation from the chamber will take place.  This is a critical project to Winter Park. Several factors are contributing to a competitive retail environment for Central Business District stores. A lack-luster business economy in Winter Park is a dangerous reality and negatively impacts the overall quality of life in Winter Park. Simply, Winter Park is not as special/unique without a thriving Park Avenue. Clearly that has an impact on Rollins College. This partnership opportunity will only enhance the “town and gown” relationship!
<b>What are the desired results (goals) of this project?</b>  A short and long term strategic marketing/advertising plan for PAAA.
<b>How will data be provided to the team for analysis?</b>  Personal interviews, previous work and research, mailing/contact lists and other information as it is available.
<b>Will a confidentiality agreement be required?</b> TBD

**Rollins College Crummer Graduate School of Business  
Practicum Project Information Sheet**

<b>Company name:</b> CNL Real Estate Services
<b>Point of contact:</b> John McRae
<b>Contact information (name, address, phone, fax, email):</b>  CNL Real Estate Services 455 S. Orange Avenue 7th Floor Orlando, FL 32801 407-540-7701 (O) john.mcrae@cnl.com
<b>Definition of project (What is the “Main Thing” that you want investigated?):</b> The impact of residential construction (specifically condominiums) within the Orlando CBD.
<b>Further describe the what, why, who, where, and when of this project:</b> With over 1,500 new residential units to be completed within a 12 month time frame in Downtown Orlando, it is expected that this influx of population will have a telling effect on the dynamics of the Orlando CBD. What is the potential effect of the near term supply/demand imbalance? How could this shift in population densities impact demand for office space in the CBD. What is the projected period of time for these projects to stabilize and how will it impact deliveries on announced projects? What is the make-up of the typically buyer in the CBD and how will this new supply impact other local residential markets?
<b>What are the desired results (goals) of this project?</b> A complete analysis of the condo market in the Orlando CBD to include a summary of available inventory, current vacancy rate, median price information, projection for absorption. An analysis of how this new residential influx will impact various dynamics of the CBD including parking, employment growth, events etc.
<b>How will data be provided to the team for analysis?</b> Most of the information needed for this project is available through the City of Orlando and the Downtown Development Commission. Data would also needed to be collected from developers of the various projects included in the study.
<b>Will a confidentiality agreement be required?</b>

Direct Questions to [rprescott@rollins.edu](mailto:rprescott@rollins.edu), 407-646-2593

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Practicum Project Information Sheet**

<b>Company name:</b> Grand Bohemian Hotel
<b>Point of contact:</b> Roger Ploum, General Manager
<b>Contact information (name, address, phone, fax, email):</b>  Grand Bohemian Hotel 325 South Orange Avenue, Orlando, Florida 32801 407-313-9000 407-313-9001 (fax) info@grandbohemianhotel.com
<b>Definition of project (What is the “Main Thing” that you want investigated?):</b>  <ul style="list-style-type: none"><li>➤ Impact of dropping the brand</li><li>➤ Feasibility of a loyalty program for Kessler Collection</li><li>➤ Additional ways to market hotel</li></ul>
<b>Further describe the what, why, who, where, and when of this project:</b>  What: Grand Bohemian Hotel Why: Enable students to apply their knowledge in the real world, and for the hotel to gain a fresh perspective Who: Crummer MBA Students Where: Downtown Orlando When: Fall 2007
<b>What are the desired results (goals) of this project?</b>  Increased understanding of impact of the Westin brand on the hotel.
<b>How will data be provided to the team for analysis?</b>  Selected financials, guest surveys, interviews with staff.
<b>Will a confidentiality agreement be required? YES</b>

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**Rollins College Crummer Graduate School of Business  
Domestic Consulting Project Information Sheet**

<b>Company name:</b> Interactive Development LLC
<b>Point of contact:</b> Drew Levin
<b>Contact information (name, address, phone, fax, email):</b> Drew Levin 4400 Baker Rd. Minnetonka, MN 55343 352-246-8321 <a href="mailto:Drew@YFly.com">Drew@YFly.com</a>
<b>Definition of project (What is the “Main Thing” that you want investigated?):</b> Our main objective is to determine the best go-forward strategy to monetize PGW’s (Petters Group Worldwide) investment in Interactive Development’s IP & the YFly.com website. Specifically: <ol style="list-style-type: none"><li>1. Given Petters Group existing investment in the YFly.com social platform, identify the most attractive<sup>1</sup> market opportunity for our existing IP.</li><li>2. Given YFly.com’s existing site &amp; web presence, put together a go-forward strategy to grow &amp; monetize a projected targeted user-base of over 500,000 active<sup>2</sup> members in less than 12 months.</li></ol>
<b>Further describe the what, why, who, where, and when of this project:</b>  <b>What:</b> Interactive Development LLC (ID) is a wholly owned subsidiary of Petters Group Worldwide. Petters Group Worldwide is a privately held company with investments in a dynamic collection of over 60 companies around the world. <b>Why:</b> Interactive Development was born out of Petters’ foreclosure on Innovative Campus LLC in June ’07. Innovative Campus attempted to enter the online social networking space in late 2005 positioning themselves as Gen Y’s premier place for social entertainment (Celebrities, Games, Videos, Music etc...). As a result of continuous backend technology issues related to scaling the website, it took Innovative Campus until April 16 <sup>th</sup> , 2007 to be able sustain any significant traffic on its’ YFly.com website and effectively market the product. By this time the market conditions had drastically changed, the seed capital had run out & it was time to reevaluate the situation...this is where Rollins comes in!! Having gained visibility into the MBA program at Rollins through the PGW/Rollins partnership, we identified a unique opportunity to combine our passion for ID & the social networking marketplace with the MBA students at Rollins to collaborate on developing the strategic direction of this company. We believe this collaborative effort will set ID in the right direction; and as an incentive to the participating group, we are happy to offer the opportunity to reap the benefits of ID’s future success pending the successful outcome to this project. <b>Who:</b> The major players in this project are: <ol style="list-style-type: none"><li>1. Petters Group Worldwide<ol style="list-style-type: none"><li>a. Tom Petters- ID Majority Investor &amp; Chairman of Petters Group Worldwide</li><li>b. Mary Jeffries- ID Board Member &amp; President of Petters Group Worldwide</li><li>c. Patty Hamm- Advisor to ID/Rollins Project &amp; EVP Human Resources &amp;</li></ol></li></ol>

Learning Center at Petters Group Worldwide

2. Interactive Development
  - a. Drew Levin- President of Interactive Development
  - b. Daniel Perkins- CMO of Interactive Development
  - c. Josh Neiman- Director of Technology for Interactive Development
3. Space 150 (Development resource for ID)
  - a. Billy Jurewicz- CEO of Space 150
  - b. Marc Jenson- CTO of Space 150

**Where:** Interactive Development & Petters Group headquarters are located in Minnetonka, MN with a satellite office in Palm Beach, FL. The ID management team will make themselves available to work side by side the Rollins team to collaborate on this project and will be flexible to spend as much time as needed in Winter Park, FL.

**When:** This project is time critical. ID would like to get this project kicked off in early September and expects turnaround time to be approx. 12 weeks.

**What are the desired results (goals) of this project?**

Develop two comprehensive business plans for the following opportunities:

1. IP Opportunity
  - a. Rollins team to present a recommendation to the ID Board of Directors on how to proceed with ID's existing IP & develop a business plan that supports the recommendation.
2. YFly.com Opportunity
  - a. Rollins team to present a recommendation to the ID Board of Directors on how to proceed with YFly.com and develop a business plan that supports the recommendation.

**How will data be provided to the team for analysis?**

As it relates to the YFly.com website, the team will be given access to the 2 data analytics tools utilized by ID (Juice Media Metrics & Google Analytics). The ID management team will be available provide data & expert resources for market research as well as help identify sources of information that are readily available online.

**Will a confidentiality agreement be required?**

YES

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**Rollins College Crummer Graduate School of Business  
Practicum Project Information Sheet**

<b>Company name:</b> Pinnacle Awards and Promotion
<b>Point of contact:</b> Zack Hussain/Alice Argeros (x1579)
<b>Contact information (name, address, phone, fax, email):</b> Zack Hussain, Pinnacle Awards and Promotions (407) 681-1111 4963 N. Pine Avenue zack@mypinnacleonline.com Winter Park, FL 32792
<b>Definition of project (What is the “Main Thing” that you want investigated?):</b> Pinnacle wants to find a niche market in numerous associations by specializing product line and catalogues for their particular needs and marketing to them via mail-order medium and online stores. They have accomplished this already with Rotary International but want to explore duplicating the concept to targeted associations with large membership.  <ol style="list-style-type: none"><li>1. Identify targeted associations (National &amp; Regional)</li><li>2. Determine willingness/need for the service/product</li><li>3. Prepare business plan</li><li>4. Determine budget</li></ol> Main purpose is to determine an expansion plan in these new markets. The second purpose is to refine the current business model used in Rotary to make it efficient and focused. Fall 2007
<b>Further describe the what, why, who, where, and when of this project:</b> <ol style="list-style-type: none"><li>1) Research &amp; Identify targeted associations, regional &amp; national</li><li>2) Determine willingness/need for the services and/or products Pinnacle can supply</li><li>3) Prepare Business Plan</li><li>4) Determine Budget requirements to implement any suggestions from the consultants</li></ol> The overall purpose is to expand an already successful business plan currently being used with Rotary.
<b>What are the desired results (goals) of this project?</b> Find niche markets within national arena and establish plan to develop those markets using business model already in use with Rotary International.
<b>How will data be provided to the team for analysis?</b> The team will be required to work with the company to determine whether existing data is helpful and what further research is required.
<b>Will a confidentiality agreement be required? Yes</b>

**Rollins College Crummer Graduate School of Business  
Practicum Project Information Sheet**

<b>Company name:</b> Second Harvest Food Bank of Central Florida
<b>Point of contact:</b> Dave Krepcho
<b>Contact information (name, address, phone, fax, email):</b> 2008 Brengle Avenue, Orlando, FL 32808 PH: 407-295-1066, ext. 38 FX: 407-295-5299 dkrepcho@foodbankcentralflorida.org
<b>Definition of project (What is the “Main Thing” that you want investigated?):</b> To determine the feasibility of developing a strategic alliance with a Florida juice or dairy processor to supply shelf-stable juice and/or milk packages. This would not be donated product nor what’s considered purchased; it would involve the Food Bank providing donated ingredients to the manufacturer for production.  For example, donated milk is provided to the processor to package during their non-utilized production time. The Food Bank would pay for this product, however, costs would be lowered because of the donated raw ingredient(s) and hopefully a reduced rate on the under utilized production time. (including tax incentives). This same concept to be investigated for orange juice.  This can be a “win-win” for all: A “win” for the processor through utilization of down time and some revenue capture along with a tax incentive. Also, good PR value. A “win” for Second Harvest because more people will be provided nutritious products. A “win” for the less fortunate because they are being provided much needed food for healthier lifestyles.
<b>Further describe the what, why, who, where, and when of this project:</b> What: feasibility plan for packaging shelf stable dairy and/or juice at a greatly reduced rate. Why: a growing need for shelf stable nutritious products due to increased hunger and food insecurity among many people. Who: Involves farmers, growers, processors, the Food Bank and ultimately the hungry person. Where: develop the strategic alliance/partnership in Central Florida. When: Complete a feasibility plan during a twelve month period, or less.
<b>What are the desired results (goals) of this project?</b> To develop a long-term, ongoing alliance with a processor that will produce the shelf stable product(s) on a consistent basis at a price that is much lower than wholesale. Second Harvest would offer this product to partner feeding programs at that cost and also seek underwriting to hopefully eliminate any costs to programs. Another feature would be to offer this product to other food banks along the East coast of the U.S. at our cost plus a modest mark up so that this can be a revenue generating project. Initial demand studies done by Second Harvest of Central Florida among other food banks shows some potential to do this on a large scale.

**How will data be provided to the team for analysis?**

Dave Krepcho will provide initial briefing and results from a demand study that were conducted. Second Harvest will be looking to Rollins' students to provide a feasibility study and business splan.

**Will a confidentiality agreement be required? No.**

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