

**Cor Van Raay Case Competition
University of Lethbridge and Lethbridge College**

Rules and Regulations

Welcome to the 1st annual Cor Van Raay Case Competition.

This is an agribusiness academic competition. The case has been published and was designed to expose students to a key issues in agribusiness. The specific case that will be given to students in November is an issue that members of the agribusiness community deal with now and will continue to deal with in the future.

To compete in the competition, students need to be available the evening of Friday November 6th through to the early afternoon of Sunday November 8th. See specific schedule for times, events and locations.

The written case is approximately 10-15 pages in length. Participants will have 4 hours to interpret, analyze, and develop a presentation. A sample layout is available on the website. The presentation will be scored according to the attached form. As is evident on the form, the visual component of the presentation is important; however, the content has a greater weighting. Try and refrain from using “standardized” and “generic” statements. Judges will be looking for the soundness and originality of the teams’ arguments/analysis.

The preliminary round of the case competition takes place on Saturday November 7, 2015. All team members need to attend the mandatory team meeting on Friday at 8 pm in the Markin Hall atrium at the University of Lethbridge, At this point, the schedule will be reviewed, competition rules re-stated, and questions answered. Due to the number of teams, the start times will be staggered for cases being released and presentation times. All case prep rooms are located in Markin Hall. The case presentations will also be in rooms at the University of Lethbridge. Beginning at approximately 8 am, the official case will be given to the first team, with subsequent teams being given the case at thirty minute intervals thereafter until all teams have the case. A box lunch will be provided for all teams. A random selection process will be used to determine the order in which teams receive the case.

Important Dates

Open House	October 9- Time to be determined
Registration Deadline	October 16 at midnight
Corporate booth/Mix and Mingle	Friday November 6 starting at 6 pm
Mandatory Team Meeting	Friday November 6 at 8 pm



Preliminaries Case Competition
Preliminaries Case Presentations
Gala Dinner (@ Lethbridge College)
Case Finalist Presentations
Corporate Lunch

Saturday November 7 starting at 9 am
Saturday November 7 starting at 2 pm
Saturday November 7 at 6 pm
Sunday November 8 at 9 am
Sunday November 8 at 1230 pm

Case Information

The case provided will be approximately 10-15 pages in length, including the appendix. The task for the teams is to be able to present to the judging panel a solution to the specific problem. An example of the type of case that could be presented is on the website.

Each team will have four (4) hours in total to read, analyze and prepare the presentation. All team members are allowed to bring their own laptops with internet access. However, team members are not allowed to communicate with business personnel, academics, students beyond their team and/or any other individual that may help the team.

The case describes a management problem that requires a quick management solution and action plan. Students are expected to work together in their team to craft their solution to the challenge. Teams will prepare a PowerPoint presentation which they will present to a panel of judges. This can be done electronically to agribusinesscase@uleth.ca or in person in the Markin Hall atrium registration desk (same place that the case was picked up). Each team will have a one hour break before making their presentation to a panel of three to four judges.

The oral presentation portion of the preliminaries will also use the staggered start process, beginning at 9 am on Saturday. All the teams will have 5 minutes to set up, 15 minutes for presentation and 5 minutes for questioning by the judges for a total of 25 minutes. A time keeper will indicate when 15 minutes has elapsed so judges may ask questions.

The four teams advancing to the final will be announced at the gala dinner on Saturday night at Lethbridge College. For those teams, a briefing will occur immediately following this announcement. At the briefing the advancing teams will be given a summary of their preliminary competition judges' comments about their presentation.

The teams competing in the final are expected to use the comments from judges to improve their final presentation which will take place Sunday, November 8, 2015 in Markin Hall. The teams will be sequestered from 9 pm-11pm to complete their final presentation.



The rules of the presentation are the same as in the preliminary: 5 minute set up period, 15 minutes to present and 5 minutes of questions by the judges. A time keeper will indicate when 15 minutes have elapsed so judges can ask questions. The winners of 2015 Cor Van Raay Case Competition will then be announced at the Sunday lunch.

Judging Criteria

Teams have been randomly assigned to competition groups in the preliminary round. There will be three to four judges per competition group, made up of industry and academic panelists. Team presentations will be judged based on the following criteria:

- Situation Analysis- students' appreciation of the problem and its strategic implications
- Pragmatism- appropriateness and applicability of the "solution" to the problem
- Creativity and originality of solution
- Quality of the PowerPoint presentation
- Quality and professionalism of the oral presentation
- Effective responses to judges' questions
- Inclusiveness of team members in the presentation

Team Information

Teams will consist of 3-4 students. Each student needs to be registered and in good standing with their specific post-secondary institution. All students from Lethbridge College or the University of Lethbridge need to register as individuals and will be arranged into a team. However, at the time of registration, a student may indicate one preferred team member. The organizing committee will organize teams, taking any requests for a preferred team member into consideration. It is not guaranteed that all requests for a preferred team member will be granted. The teams will be announced by October 18, 2015, and each team will consist of an array of academic levels from first to fourth year and preferably include at least one agriculture student. Having an agricultural background is an asset but not required to compete in the competition.

For non-Lethbridge students, please register as a whole team under the link named "non-Lethbridge students". If there are any questions please contact coordinators at agribusinesscase@uleth.ca. Reminder having an agricultural background is an asset but not required to compete in the competition.

All registrations must be complete by October 16 by midnight. Teams will be contacted by October 18 with contact information for teammates from either Lethbridge institutions.

Registration fee: \$15 per student

Payable to:

Cash to Lethbridge College (CB 2001) or University of Lethbridge (M4076)
Online payment at [link to be provided]



Registration link for Lethbridge College or University of Lethbridge students:

<http://goo.gl/forms/b9YWxiYzQU>

Registration link for non-Lethbridge students:

<http://goo.gl/forms/SdFsqPcs61>

Competition Guidelines

Team members are not permitted to communicate with their advisors or any other person who is not on their team after they pick up their competition package on Saturday and on Sunday (for finalists). The teams' advisors role ends as soon as students pick up their competition packet.

- Team members will use only the case materials given to them, a laptop computer, and information available on the Internet.
- Team members should bring a laptop with wireless capability. Internet access will be provided by the organizers. The use of software, including PowerPoint, Word, Excel, and other programs to develop the presentation is permitted.
- All members of the team are expected to assume comparable speaking roles.
- No team or team member is allowed to be present during the presentations of other teams in the preliminary round.
- Teams that do not advance to the final round are encouraged to attend the final round presentations.
- Final round teams may attend the presentations that follow their own presentations but not ones that precede it.
- It is advisable that team members be well-informed on current world events related to agribusiness and the food industry.
- Monitoring and enforcement of the guidelines will primarily be through the honor systems as well as by the case competition committee.
- The case cannot be reproduced or duplicated outside of the competition. This case is intended for internal use only.

Presentation

- Each team must submit its PowerPoint presentation to the case competition coordinators within four (4) hours of picking up it on Saturday November 8, 2015.
- The presentation must use PowerPoint with a twelve (12) slide limit.
- The rules are the same for the preliminaries and final round.
- The judges will be given copies of the student team presentations prior to the presentations.
- The presentation that the teams hand in will be pre-loaded on the computer in the presentation room. No other presentation may be used.



Technology

- Each team should bring at least one laptop and a USB compatible memory device for use in preparing the case presentation. Presentations must be turned in on a USB compatible memory device. At a minimum, Microsoft PowerPoint should be installed on the laptop computer.
- The organizing coordinators will print the presentation for the judges. Teams should be prepared to use the written copies in case there is a technology failure.

