



GREAT NORTHWOODS
SALES WARM-UP

University of Wisconsin-Eau Claire

2023



WELCOME

to the 17th annual UW-Eau Claire Great Northwoods Sales Warm-Up!

After a year of much planning, it is exciting to again see our competition become a reality. Our thanks to everyone who contributed their time and talents to help make this event a success.

This year, the Great Northwoods Sales Warm-Up student competitors will focus on selling Hormel Foods' /Justin's Organic Dark Chocolate Peanut Butter Cups and Dark Chocolate Espresso Almond Butter Cups. When students aren't involved in the competition, they will have the opportunity to meet and network with recruiters at the Career Fair.

After a hard day of competing, we invite you to kick back and relax at the Friday Night Dinner sponsored by Bunzl. After dinner, stay and enjoy Derek Hughes, a professional magician who has appeared on MTV, Comedy Central, and the Ellen DeGeneres Show. Saturday night's Hormel Cool-Down Celebration Dinner allows us to reflect on the competition and recognize all competitors.

Best wishes and good luck to all contestants!

Lenita Davis

Director, UW-Eau Claire Center for Sales & Sales Management

Bob Erffmeyer

Director, Great Northwoods Sales Warm-Up

Amy Lortscher

Event Coordinator

Kate Kim

Scoring Administrator

Dave Nesvacil

Technology Specialist

2023 PARTICIPATING UNIVERSITIES:

Aurora University

Aurora, IL

Baylor University

Waco, TX

Clemson University

Clemson, SC

Florida State University

Tallahassee, FL

Illinois State University

Normal, IL

Kansas State University

Manhattan, KS

Kennesaw State University

Marietta, GA

Marquette University

Milwaukee, WI

Middle Tennessee State University

Murfreesboro, TN

University of Central Florida

Orlando, FL

University of Cincinnati

Cincinnati, OH

University of Minnesota Duluth

Duluth, MN

University of Minnesota Twin Cities

Minneapolis, MN

University of North Alabama

Florence, AL

University of North Carolina Wilmington

Wilmington, NC

University of Texas at Dallas

Dallas, TX

University of Wisconsin-Eau Claire

Eau Claire, WI

University of Wisconsin-La Crosse

La Crosse, WI

University of Wisconsin-Whitewater

Whitewater, WI

University of Wyoming

Laramie, WY

Utah State University

Logan, UT

Winona State University

Winona, MN

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SCHEDULE OF EVENTS



Davies Center: DC
Schneider Hall: SH
Lismore Hotel: LH

THURSDAY, OCTOBER 12

3:30–5:30 PM	Sponsor Registration	DC: Ojibwe Ballrom (330)
5:30–6:00 PM	School/Student Registration	DC: Ojibwe Ballrom (330)
6:00–7:30 PM	Opener Reception Mandatory Student Meeting	DC: Ojibwe Ballrom (330) DC: Woodland Theater (328)
7:30–8:00 PM	Buyers and Judges Training Meeting	DC: Woodland Theater (328)

FRIDAY, OCTOBER 13

6:45–10:00 AM	Shuttle running between HHS parking lot and Davies Center	
6:45 AM–4:30 PM	Shuttle running from Lismore to Davies/Schneider	
7:00–9:30 AM	Continental Breakfast Buffet	DC: Ojibwe Ballrom (330)
7:30–7:45 AM	Meeting for Judges Arriving Friday	SH: 320
8:00 AM–3:30 PM	Round One Role Plays	SH: See handout for details
8:30 AM–3:30 PM	Career Fair	DC: Ojibwe Ballrom (330)
11:00 AM–2:00 PM	Lunch	DC: Ojibwe Ballrom (330)
2:00–4:30 PM	Shuttle running between HHS parking lot and Davies Center	
5:30–6:00 PM	Social Hour	LH: Wilson Room
6:00 PM	Friday Night Dinner sponsored by Bunzl, Entertainment to follow	LH: Wilson Room

SATURDAY, OCTOBER 14

7:00–9:30 AM	Continental Breakfast Buffet	DC: Ojibwe Ballroom (330)
8:00 AM–3:30 PM	Round Two Role Plays	SH: See handout for details
11:00 AM–2:00 PM	Lunch	DC: Ojibwe Ballroom (330)
3:40 PM	Announcement of Championship Contestants	SH: S&C Lobby
4:00–5:45 PM	Warm-Up Trivia with prizes! Championship Round*	SH: 100 *Competitors & Buyers: SH 322 Judges: SH 320
6:00 PM	Hormel Cool-Down Celebration Dinner & Awards Banquet	DC: Ojibwe Ballroom (330)

EVENT INFORMATION

COMPETITION EVENTS

All competition events are in Davies Center (DC), Schneider Hall (SH), and The Lismore Hotel (LH).

WARM-UP WELCOME CENTER

Outside the Davies Center Ojibwe Ballroom

Open throughout the event.

This is the place to go for name badges, programs, schedules, and other competition materials.

COPIES

Copying and binding services are available for a charge at two University Printing Services locations:

Full service walk up in Schofield Hall, Room 18: Monday through Thursday - 7:30 a.m. to 6:00 p.m.; Friday - 7:30 a.m. to 4:30 p.m.

Simple black and white and color printing, and order drop off and pick up in Davies Center, Room 105: Monday through Friday, 7:00 a.m. to 3:30 p.m.

COAT RACK

A coat rack is available in the Davies Center ballrooms.

BREAKFAST AND LUNCH

A complimentary continental breakfast buffet is available in the Davies Center Ojibwe Ballroom, 7:00–9:30 am on Friday and Saturday. A complimentary lunch buffet will also be served in the Ojibwe Ballroom, 11:00 am–2:00 pm both Friday and Saturday.

DRESS SUGGESTIONS

Thursday Opener Reception

Business casual. Team photos will be taken so students may wish to wear school shirts.

Friday and Saturday

Business professional.

Friday Night Fun Night

Jeans and school shirts or whatever you like to relax in.

Saturday Night Awards Banquet

Business professional.

PARKING

Parking passes are not needed for the Thursday Evening Opener Reception or Saturday events. However, you will need them for Friday. Sponsors are to park at the HHS parking lot located on Water Street and need to claim their parking permit sent via e-mail and submit their vehicle information.

On Friday, parking with a pass is available in the HSS parking lot located on Water Street. A shuttle is available to bring you from the HSS lot to the Davies Center. **The shuttle will run 6:45 a.m.-10:30 a.m. and 2:00-4:30 p.m. on Friday.** Parking for Thursday and Saturday is available behind the Davies Center in the Phillips parking lot (stalls F/S) or the Hibbard parking lot (stalls F/S) off Garfield Avenue for no charge.

On Friday, coaches and students will use the shuttle provided at the Lismore hotel, Davies Center, and Schneider Hall. Shuttle runs 6:45 a.m.-4:30 p.m.

CAREER FAIR

Davies Center Ojibwe Ballroom

Friday | 8:30 A.M.–3:30 P.M.

Meet Sales Warm-Up sponsors to learn more about their companies, sales internships, and careers.

PHOTOGRAPHY

The University of Wisconsin-Eau Claire regularly produces photographs of people in its publications, in promotional and marketing materials, and on its website in order to promote UW-Eau Claire to the campus community and general public. A photographer will be taking photos at this event. Please let us know if you have any questions or concerns. Check www.uwecsaleswarmup.com to view photos from the competition.

OVERALL EVENT FEEDBACK & VIDEOS

Individual participant results will be emailed to each school's coach shortly after the event. Access information for each participant's streaming video role plays will also be sent. Information is sent only to coaches.

RULES

THE COMPETITION

The contestant's registration packet will include the scheduled times for his/her role plays. Schedule changes will be announced during the Sales Warm-Up Welcome and Instructions meeting Thursday evening. Any questions about or modifications to the case will be addressed on Thursday evening as well. All student participants must attend this meeting.

ROUNDS ONE AND TWO

We will have two rounds of competition with four waves of competitors in each round. Round One competition will begin Friday at 8:00 am, unless notification is given at the Welcoming ceremony during the final instructions. The Round Two competition will begin Saturday at 8:00 am, unless notification is given at the Friday Fun Night dinner.

Only judges and UW-Eau Claire competition assistants are allowed in the judging rooms during Rounds One and Two.

ROLE PLAYS

Role plays will be held at UW-Eau Claire in the rooms designated for the competition. See schedule for detailed information.

All competitors must be in the designated waiting room (Schneider 323) 15 minutes prior to their scheduled competition time.

Each role play will begin promptly at the scheduled time. Contestants late for their Round One assigned competition time are disqualified from competing in that round. However, this does not disqualify him/her from competing in Round Two of the competition.

Contestants have a maximum of 20 minutes for each role play. Time begins when the door is opened to the office or room in which the role play is staged. No additional time is allowed for setting up visual aids. Only visual aids developed beforehand may be used during each role play. The contestants may not present a blank visual aid (e.g. testimonial) and represent it as an answer to unexpected objections or unplanned strategy.

At 15 minutes, a "heads up" will be given with a knock on the door. Recording will be turned off at the end of 20 minutes. The role play is over at that time. The contestant will be evaluated on the 20 minutes he/she completed, and will receive feedback on their role-play from one of the judges. Information gathered during the role play is confidential and should not be passed along to other contestants.

Contestants from the same school will compete during consecutive time periods and will not be allowed to interact concerning the role play buyer.

CHAMPIONSHIP ROUND

The individuals with the top three combined scores in Round One and Two will compete in the Championship Round of competition. Contestants will be notified in the Schneider S&C Lobby that they qualify for the Championship Round at 3:40 pm Saturday. The order of competition will be determined by draw. Contestants will receive a buyer profile in the competition waiting room one half-hour prior to his/her scheduled role play. No coaching is allowed during the championship round.

The Championship Round will follow the same format as Rounds One and Two and be broadcast into Schneider 100 at UW-Eau Claire. All winners will be announced during the awards banquet Saturday night. Contestants must be present to receive their awards.

These guidelines are adapted from those used at the National Collegiate Sales Competition.

CAREER FAIR

Learn about internships and career opportunities with Sales Warm-Up sponsors at the Career Fair, held in Davies Center (DC) Ojibwe Ballroom on Friday, 8:30 am–3:30 pm.

Meet Sales Warm-Up sponsors to learn more about sales and their companies. Refreshments will be served throughout the day. Interview rooms will be available for on-site interviews both Friday and Saturday.

SPECIAL INCENTIVES

We encourage students to speak with sponsors and representatives at the Career Fair and have incentivized this networking experience. Each student will receive a card for the Career Fair to be stickered by Career Fair representatives. **All students must turn in their Career Fair Cards at the Friday Night Dinner.** Participants with 10 stickers including a visit with Hormel, Bunzl, and Keyence recruiters will receive a Yeti cup. You will also have a chance to win a Golden Ticket.

Students, when you visit sponsors make sure you ask great questions about their organizations so you can learn information for the sponsor trivia. Students that impress recruiters will be given a **Golden Ticket** that they can enter into a drawing for **YETI cooler!** (shipped to you!)



SCHOOLS & PARTICIPANTS

AURORA UNIVERSITY



Shawn Green
Faculty Coach

Student Competitors
Kayla Steiner-Graw
Alexia Bucio
Diego Gordon

Alternate
Jocelyn Fuentes

ILLINOIS STATE UNIVERSITY



Ellis Chefor
Faculty Coach

Student Competitors
Joseph Gustafson
Ginny Watson
Michael Barber

BAYLOR UNIVERSITY



Andrea Dixon
Faculty Coach

Student Competitors
Kik Molitor
Simon Harper
Tyler Robinson

KANSAS STATE UNIVERSITY



Kellie Jackson
Faculty Coach

Student Competitors
Hunter Hartner
Taylor Moorman
Halle Zwetow

Alternate
Halle Hartner

CLEMSON UNIVERSITY



Lisa Beeler
Faculty Coach

Student Competitors
Ellie Jansen
Alyssa Kapinos
Josiah Franz

Alternate
Zach Goetz

KENNESAW STATE UNIVERSITY



Stefan Sleep
Faculty Coach

Student Competitors
Sydney Buchanan
Jack Brooker
Trish Weber

FLORIDA STATE UNIVERSITY



Sam Timerblake
Coach

Student Competitors
Davies Hoy
Sara Vigne
Ella Sweett

MARQUETTE UNIVERSITY



Jonathon Silvers
Coach

Student Competitors
Max Sawyer
Owen LaSala
Ava Zaug

Alternate
Murphy Lealos

SCHOOLS & PARTICIPANTS, continued

MIDDLE TENNESSEE STATE UNIVERSITY



Ricky Fergusson
Faculty Coach

Student Competitors
Courtney Flickner
Emilie Conners
Riley Bullard

UNIVERSITY OF MINNESOTA TWIN CITIES



Michael Oster
Faculty Coach

Student Competitors
Michelle Ganopolskiy
Austin Field
Jackson Berge

Alternate
Caleb Fuller

UNIVERSITY OF CENTRAL FLORIDA



Bill Steiger
Faculty Coach

Student Competitors
Simon Aldrich
Daniela Celis
Pierre Nixon

UNIVERSITY OF NORTH ALABAMA



Erin Gillespie
Faculty Coach

Student Competitors
Taylor Troutt
Anna Beth Barclay
Matthew Thompson

Alternate
Lauren Zabel

UNIVERSITY OF CINCINNATI



John Cox
Faculty Coach

Student Competitors
Kyle Kramer
Morgan Harder
Grant Holmes
Danny McDonough
Alternates
Ava Miller
Karsen Byrne
Angeli Roig
Student Coach
Chace Miller

UNIVERSITY OF NORTH CAROLINA WILMINGTON



John Reed
Faculty Coach

Student Competitors
Alivia Cap
Zachary Hamlet
Logan Takalo

UNIVERSITY OF MINNESOTA DULUTH



Jessica Gardner
Faculty Coach

Student Competitors
Emmet Shwiff
Sam Gomke
Carson Whitman

Student Coach
Aly Gruenes

SCHOOLS & PARTICIPANTS, continued

UNIVERSITY OF TEXAS AT DALLAS



Howard Dover
Faculty Coach

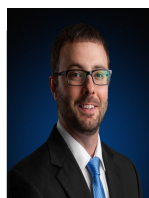
Student Competitors

Megan Hannah
DaMarco Ellis
Ryan Kaudaissy

Alternate

Ariana Farokhnia

UNIVERSITY OF WYOMING



Mike Burns
Faculty Coach

Student Competitors

Meg Hogg
Annabelle Pierson
Jaylyn Westenbroek

Alternate

Victoria Smale

UNIVERSITY OF WISCONSIN-EAU CLAIRE



Melaney Barba
Faculty Coach

Student Competitors

Aarianna Sikkink
Nolan Hoppe
JJ Szot
Adam Freitag

Alternates

Maggie Winter
Ayden Bernstein
Allie Russell

UTAH STATE UNIVERSITY



Kaelyn Loveless
Faculty Coach

Student Competitors

Nathan Staker
Katelyn Dunham
James Baker
Taylor Smith

UNIVERSITY OF WISCONSIN-LA CROSE



Stacy Trisler
Faculty Coach

Student Competitors

Kiara Lyons
Amanda Marshall
Logan Greisbach

Alternate

Henry English

WINONA STATE UNIVERSITY



Ryan White
Faculty Coach

Student Competitors

Joan Quevedo
Jackson Pettes
Mitch Meilahn

UNIVERSITY OF WISCONSIN-WHITEWATER



Jimmy Peltier
Faculty Coach

Student Competitors

Gracie Hughes
Elena Rolley
Vanessa Voigt

Alternate

Alexia Lewis

VOLUNTEERS

UW-EAU CLAIRE FACULTY/STAFF

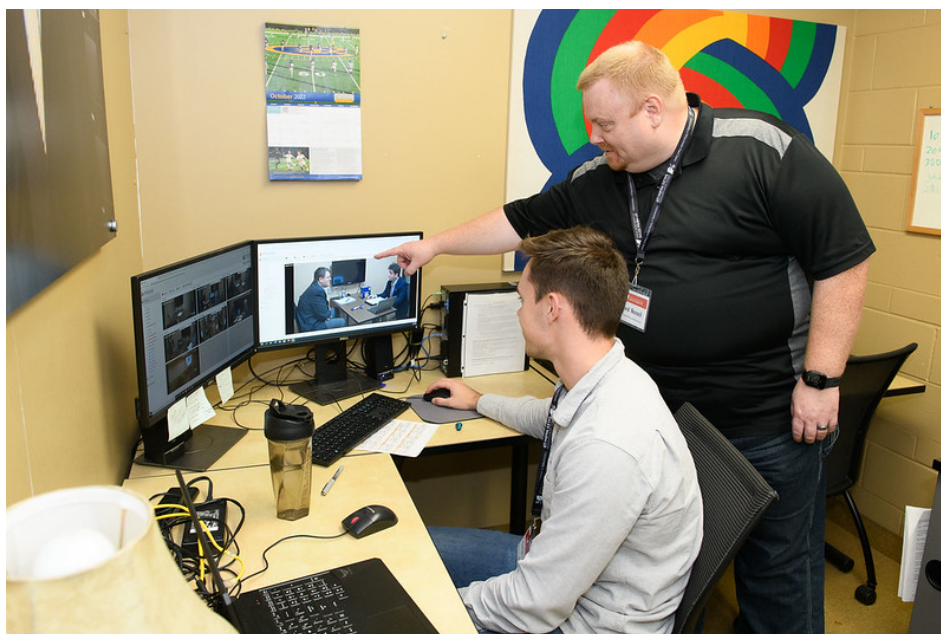
Melaney Barba
Lenita Davis
K. Brewer Doran
Bob Erffmeyer
Kran Dugar
Charie Ebert
Andrew Felix
Jennine Fox
Bill Hoepner
Shane Opatz
Gretchen Hutterli
Kate Kim
Amy Lortscher
Dave Nesvacil

STUDENT IT SUPPORT

Carson Bakkala
Caine Hoffman

UW-EAU CLAIRE SALES TEAM AMBASSADORS

Aarianna Sikkink
Adrianna Gianopolous
Maggie Winter
JJ Szot
Jack Lindner
Caine Hoffman
Wyatt Schleif
Josh D
Logan Sullivan
Cal O'Conner
Owen Gunderson
Allie Russell
Ainsley Baumgart
Zach Szopa
Sawyer Kirchmeyer



AWARDS

Winners will be announced and awards will be presented at the Hormel Cool-Down Award Recognition Banquet on Saturday evening. All student competitors will receive a certificate of participation.

INDIVIDUAL AWARDS

Best Overall Sales Person:

\$1,500 plus a custom suit valued at \$1,000 from Tom James Company

First Runner-Up:

\$1,000

Second Runner-Up:

\$750

SCHOOL CHAMPION AWARD

Best Overall Contestant from each school:

\$150 and a trophy



SPONSORS

PRESENTING SPONSOR



RECEPTION AND GENERAL SPONSORS



OUR THANKS

Thank you for coming to the University of Wisconsin-Eau Claire Great Northwoods Sales Warm-Up. We hope you enjoyed your visit to UW-Eau Claire.

Our thanks to Dr. K. Brewer Doran, Dean of the UW-Eau Claire College of Business and Dr. Scott Swanson, Chair of Marketing and Supply Chain Management, for their ongoing support of this event.

Thanks to the faculty coaches and our judges, buyers, and volunteers—we couldn't make this event work without your time and talents.

A special note of thanks goes to our Warm-Up sponsors. Thank you for supporting this event, our students, and the sales profession.



MARK YOUR CALENDAR!

NEXT YEAR'S SALES WARM-UP: **October 10-12, 2024**

Reserve now for next years Warm Up! Contact Lenita Davis at davislen@uwec.edu





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