



VPSI Management Judge Orientation

2026

Today's Goals

- Align scoring across all judges
- Ensure consistency and fairness
- Review expectations, penalties, and procedures

*You are evaluating **students demonstrating restaurant business competencies**, not polished executives.*

Your Role as a Judge

You are here to:

- ✓ Evaluate using the official score sheet
- ✓ Provide written, constructive feedback
- ✓ Ask questions that assess understanding
- ✓ Mark penalties or DQs when needed

All scoring decisions are final.

You are **not**:

- ✗ Coaching
- ✗ Leading students to answers
- ✗ Adjusting other judges' scores
- ✗ Applying point deductions yourself

Competition Structure Overview

Management teams are scored across **7 areas**:

- Check-In – 5
- Concept – 30
- Menu & Costing – 35
- Marketing – 40
- Operations – 30
- Critical Thinking – 55
- Menu & Recipe Costing Documents – 5

Total: 200 points

CATEGORY SLIDES

Assignments noted



Check In

5 points

What you are Evaluating

- Clarity of restaurant identity
- Originality of concept
- Fit within ProStartville scenario
- Target market definition
- Purpose and impact

What “Excellent” looks like

- Clear theme and cohesive idea
- Strong link between concept and menu
- Realistic for selected space scenario

Do not score higher for: trendiness or your personal restaurant preferences.

Judges: Cacatian & Lamoureux



Restaurant Concept

30 points

What you are Evaluating

- Clarity of restaurant identity
- Originality of concept
- Fit within ProStartville scenario
- Target market definition
- Purpose and impact

What “Excellent” looks like

- Clear theme and cohesive idea
- Strong link between concept and menu
- Realistic for selected space scenario

Do not score higher for: trendiness or your personal restaurant preferences.

Judges: Fugere, Colligan, Fitz-Hugh, Fleischer



Menu

35 points

What you are Evaluating

- Menu supports concept
- Menu balance
- Correct costing methods
- Proper food cost percentage
- Accurate pricing logic

What “Excellent” looks like

- Menu items clearly tied to concept
- Realistic portion sizes
- Costing math accurate and consistent

Judges: Walker, Landolt, Love, Wells



Marketing

40 points

What you are Evaluating

- Branding consistency
- Target market understanding
- Promotional strategy
- Practicality of marketing efforts

What “Excellent” looks like

- Clear brand voice
- Marketing fits demographic
- Strategies realistic, not just flashy

Judges: Canfield, Bower, Wilkins-Harris, Shaffer

Operations

30 points

What you are Evaluating

- Staffing structure
- Organizational chart logic
- Service model
- Operational feasibility

What “Excellent” looks like

- Staffing matches concept size
- Logical workflow
- Understanding of how restaurants function daily

Judges: Hahn, Souther, McDonald, Parkinson

Critical Thinking

55 points

What you are Evaluating

- Ability to answer questions clearly
- Depth of understanding
- Problem-solving ability
- Industry knowledge application

What “Excellent” looks like

- Direct answers
- Evidence-based reasoning
- Ability to justify decisions

You are testing **understanding**, not memorization.

Judges: Biggar, Stanley, Brunetto, Morales

Menu & Recipe Costing (documents)

5 points

- Professional formatting
- Accurate calculations
- Consistency with menu presentation
- Spelling

Judges: Bausserman, House, Sanders, Wiggins



Penalties – Judge Responsibility

- Mark violations on score sheet
- Event staff apply deductions
- Write factual comments
 - Be factual, not emotional
 - State what happened
 - If it isn't written, it didn't happen

Objectivity Reminder

- Comments are REQUIRED- explain *why* points were lost.
- Consistency matters: apply the same standards to every team.
- Do not score based on confidence level
- Good feedback is specific & tied to criteria. Be constructive

This is educational AND competitive



Thank You Judges

Your expertise supports student growth
Fair judging ensures competition
integrity

