



Culver Academies Ron Rubin School for the Entrepreneur

February 21, 2013

Red Gold LLC

Schedule

- Arrival of Culver Academies at the Red Gold Elwood Production Facility
- Meet in Red Zone Conference Room (15 min)
 - Overview of the Elwood production facility - Steven O'Daniel (Plant Manager)
 - Opportunity for Culver to tell Red Gold about their assignment – Mr. Frick/Mr. Doyle
 - Introduce Ambassadors (tour guides) – Jeff McFarlin, John McDonald, & Ronnie Bott
 - Overview of the Fresh Pack portion of production – Selita Reichart (Vice President)
- Factory Tour (45 min)
 - Students split into three groups for a production tour
- Board bus for Corporate Office
- Research & Development Kitchen (30 min)
 - Product Cutting where we'll taste and test our products and our competitors' products
- RG University Room – The Challenge (1.5 hrs)
 - Divide group into teams
 - Short Video Presentation – Midwest Best Kept Secret
 - Review of the Sacramento Juice Brand at Retail - Greg Metzger (Director of Marketing)
 - Review of the Sacramento Juice Brand at Foodservice –
 - Assign the Challenge – Colt Reichart (New Media Manager/Family Owner)
 - Discussion – Tim Ingle, Colt Reichart, Greg Metzger
- Board bus for Culver – Lunch on the Road