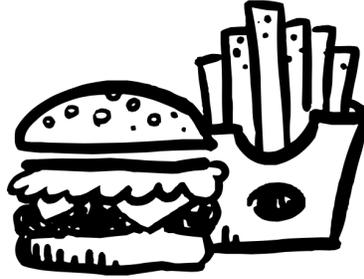


Nutrition in Farmville's Restaurants: A Proposal for a Healthier City



Submitted to:
City Council of Farmville

Submitted by:
Lancer Consulting

May 1, 2018



City Council of Farmville
116 North Main Street
Farmville, VA 23901

April 11, 2018

Lancer Consulting
123 Lancer Road
Farmville, VA 23901

Dear Lancer Consulting:

Subject: Nutrition of Farmville's restaurants

Since Longwood University was established in 1839, there have been over 1 million students roaming the streets of Farmville. This has increased revenue by 58% for businesses and restaurants. In response, the Farmville Department of Health is anxious to ensure that citizens are fully aware of the nutritional information at these restaurants.

That being said, we would prefer your commission of your firm to evaluate and recommend three websites of restaurants that are present in Farmville. The evaluation of these websites would be distributed on presentations and PowerPoints to the community during various local events. We would like for you to develop reasons why a customer would be more inclined to choose these restaurants over others and what to look for when considering healthy nutritional values.

We would like to have these presentations prepared by June 15, 2018. To meet this deadline, we must have your report by May 1.

We are excited to receive your report. If you have any further questions, please feel free to contact the City Council of Farmville at 434-392-5686.

Yours Sincerely,

David Whitus

David Whitus
Farmville City Mayor

Lancer Consulting
123 Lancer Road
Farmville, VA 23901

April 11, 2018

David Whitus
Farmville City Mayor
116 North Main Street
Farmville, VA 23901

Dear Mayor Whitus:

Subject: Evaluation of Farmville restaurants completed

We are pleased to present the report evaluating Farmville restaurants for future newcomers who want to expand their restaurants to Farmville. We have recommended three websites that provide nutritional and ingredient information in an organized, easy-to-read manner for customers:

- **Subway**, a privately held American fast food restaurant franchise that primarily purveys submarine sandwiches (subs) and salads.
- **Macado's**, popular for its eclectic ambiance of cartoon, antique, and local nostalgic decor, as well as its wide array of hearty yet modestly-priced sandwiches, subs, and entrees.
- **Charley's Waterfront Cafe**, known for its classic American food and seafood accompanied by a waterfront setting.

We are confident that these three websites will represent the nutritional values that the town of Farmville, Virginia stands for and will be a guide for any restaurant moguls in the future.

We thank you for the opportunity to work on this report. We would also like to thank CB Jones for assisting us in developing the criteria needed to critique the websites in accordance with the needs of Farmville residents. If you have any questions about the report, we will be happy to meet with you. I can be reached at any time by phone at 1-434-517-1247, ext. 1.

Yours Sincerely,

MIKE WAZOWSKI

Mike Wazowski
Principal Consultant

MW/sd

Enclosure: Report on Farmville restaurant websites

Table of Contents

Letter of Authorization.....ii

Letter of Transmittal.....iii

List of Figures.....iv

List of Tables.....iv

Executive Summary.....v

Introduction/Background.....1

Mode of Analysis.....1

Analysis.....2

Subway.....2

 Visual Appeal.....2

 Information on Nutritional Value.....2

 Ease of Navigation.....2

Charley’s Waterfront Cafe.....3

 Visual Appeal.....3

 Information on Nutritional Value.....3

 Ease of Navigation.....3

Macado’s.....4

 Visual Appeal.....4

 Information on Nutritional Value.....4

 Ease of Navigation.....4

Conclusions.....5

Recommendations.....6

Appendix A.....7

Appendix B.....9

Appendix C.....10

List of Figures

Figure 1: Hamburger meal image.....i
Figure 2: Lancer Consulting logo.....i
Figure 3: Increase in Farmville restaurants in 2014.....1
Figure 4: Downtown Farmville image.....1

List of Tables

Table 1: Visual appeal survey results.....2
Table 2: Information on nutritional value survey results.....3
Table 3: Ease of navigation survey results.....4
Table 4: Summary of survey results.....5

Executive Summary

The restaurants in Farmville, Virginia have seen a significant increase in sales during Longwood University's and Hampden-Sydney College's school months. This increase has demanded the attention of the professionalism of these restaurants, specifically their websites. Three popular restaurants in Farmville are getting critiqued on their websites based off of visual appeal, information on nutritional value, and ease of navigation.

The city of Farmville offers a wide variety of restaurants in the area that contribute to its overall growth and attraction to residents. After the 2014 election of Mayor Whitus, the city became home to more than fifteen different chain restaurants, including Macado's, Applebee's, Huddle House, Ruby Tuesday, and others. The introduction of chain restaurants has given us an opportunity to set a standard for each city that the chain develops in.

Lancer Consulting's task was to locate websites of three different Farmville restaurants that could be used as a guide for incoming and current restaurant owners in the town of Farmville. After evaluating the three websites, we will recommend an official guide comprised of the best criteria for incoming restaurants.

Each website was analyzed and rated using the following criteria:

- **Visual Appeal:** Colorful, ongoing theme, contrasts with text;
- **Information on Nutritional Value:** Nutritional information, calorie amounts, gluten-free or vegetarian options, customizable food options; and
- **Ease of Navigation:** User-friendly, accessible menu, reliable links, lack of glitches.

The results of our analysis, which were supported by a survey completed by the public, led us to recommend the following three websites:

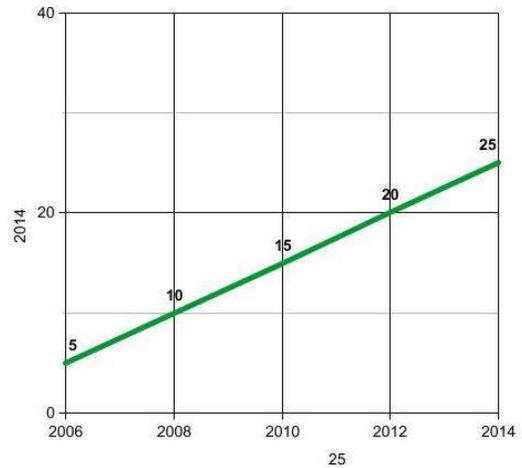
- Subway,
- Macado's, and
- Charley's Waterfront Cafe.

The goal of this report is to provide the Farmville Department of Health with the best guiding websites for establishing a city-wide set of standards that will apply to all restaurants. We are confident that our analysis and recommendations will be a helpful guide for developing and maintaining a healthier city.

Introduction

After the boom of enrollment at Longwood University and Hampden-Sydney College, the city of Farmville added many new restaurants to its streets. While this has been great for business and visitation, the Farmville Department of Health (FDH) has struggled to establish a standard that all restaurants must abide by to add their business to the city. The importance of establishing and maintaining a healthier city has become the number one priority on the Farmville Department of Health’s list.

The Farmville Department of Health has emphasized that with the growing student population in Farmville, they are ready to establish a standard and apply it to current and future restaurateurs. The FDH hopes to accomplish this by June 15, 2018, and to set it into application by August 8, 2018.



Lancer Consulting was asked to analyze and recommend three websites of Farmville restaurants to the FDH. The FDH will then take the analysis and set a standard for what they believe will create a healthier city.

Lancer Consulting, based in Farmville, Virginia, has been in the industry consulting business for seven years and has done restaurant research and analysis for a number of cities in southern Virginia, including: Danville, South Hill, Lynchburg, and South Boston.

As the focus of our analysis, we chose the websites of Subway, Macado’s, and Charley’s Waterfront Cafe. Each website was analyzed and rated using the following criteria:

- **Visual Appeal:** Colorful, ongoing theme, contrasts with text;
- **Information on Nutritional Value:** Nutritional information, calorie amounts, gluten-free or vegetarian options, customizable food options; and
- **Ease of Navigation:** User-friendly, accessible menu, reliable links, lack of glitches.

In addition, a survey asking specific questions about the three websites was sent out to 300 residents, including college students and citizens of Farmville to get feedback. The answers confirmed our results.

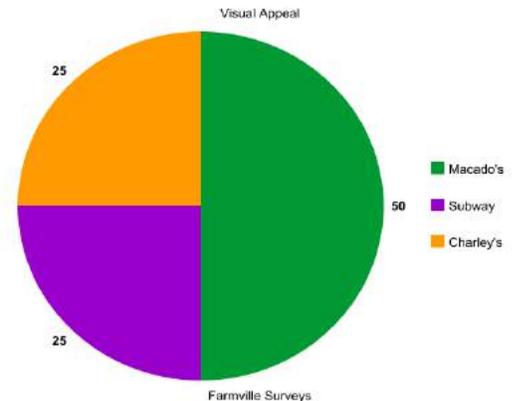
Analysis of the Subway Website

<http://www.subway.com/en-us>

Subway is an American fast food chain with subs and salads as their primary foods.

Visual Appeal

Subway's color theme was used throughout the entire website. Their logo and name were clearly presented in the top left corner. Yellow and green were seen frequently, while red and purple were used in boxes when advertising a certain deal or promotion. The background was white, which made the different areas on the website stand out. The website was filled with lots of moving pictures, while each link led to another page including multiple images. There were many links and images presented all at once, which made it difficult to locate a specific area on the website. Subway's website included a great deal of information, but it was presented in a jumbled manner.



Information on Nutritional Value

Subway's website presents the most in-depth nutritional value information out of the three websites. Linked on the homepage as "Menu & Nutrition," information on nutritional value is easy to find and lists calories, cholesterol, sodium, serving size, and other important information for each item. Subway invites users to calculate the nutritional information of any item that they wish to customize by adding to or subtracting from the original product. They provide a file that lists every food item by category. These categories include:

- Sandwiches
- Salads
- Breakfast
- Wraps
- Extras
- Breads and Toppings

Subway has also partnered with Corporate Dietician Lanette Kovachi, MS, RD, who provides expert advice on daily eating as well as managing the nutritional information available to customers from around the world. Kovachi's articles, such as, "Steps to a Healthier You" and "Help! My Kids Won't Eat Vegetables," give users advice on how to be healthier in their daily lives outside of Subway's doors.

Ease of Navigation

Subway's website is the most complicated to read out of the three websites. There are seven main headings, holding up to ten small headings under them. It is organized well, but it is organized into too many different specific categories. This makes it overwhelming when first looking at the website. Many links lead to the same part of the website, and there are many tabs advertising the same topic. Overall, the headings, titles, and boxes provided an abundant amount of information on their website.

Analysis of the Charley's Waterfront Cafe Website

<http://www.charleyswaterfront.com>

Charley's Waterfront Cafe is a local Farmville restaurant that specializes in seafood dishes and other classic American food options.

Visual Appeal

Charley's Waterfront Cafe has a creative visual appeal that is unique from other restaurant's webpages. When first logging on to the website, there are 12 boxes. Each one holds a different picture. Each picture has a color that corresponds with the others to make the website stand out. On the right side, there are multiple links to different categories, such as menus and events. Even though the layout is simple, the classy trend creates a positive visual appeal.

Information on Nutritional Value

The nutritional value information for Charley's Waterfront Cafe is not available anywhere on the website. While they do offer to provide a gluten free menu by request only, they do not supply the user with any information of their products online.

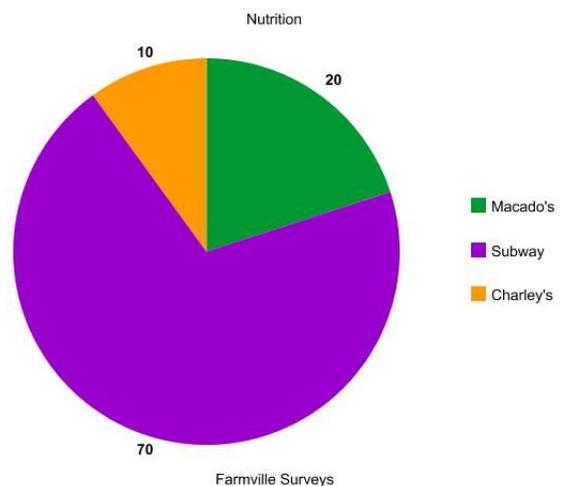
According to their menu, which has been posted to the website via a scanner, salads are the only option that a vegetarian or vegan could possibly enjoy at the restaurant.

The 'Breakfast,' 'Brunch,' and 'Italian Buffet' menus are entered as straight-down lists that offer no nutritional information and can be overwhelming to take in for new visitors.

For Charley's Waterfront Cafe, there seems to be a lack of overall menu information.

Ease of Navigation

Charley's Waterfront Cafe website is a well-organized website that provides the perfect amount of information that a restaurant website needs. The front page consists of 4 by 3 boxes, while each box contains a link to another part of the website. Also, if the user does not wish to use the boxes, the same options are listed on the right side of the website. The front page also offers the restaurant's telephone number and address, along with a Google map of how to get to the restaurant. There are twelve main topics of the website, ranging from the menu to private events that they host. Each topic format is almost identical with the main information bolded, with additional information following. It is very simple and easy to follow, with little to no confusion when navigating through the website. Overall, Charley's Waterfront Cafe provides the user with a clear, organized, and concise website.



Analysis of the Macado's Website

<https://www.macados.net>

Macado's is an American restaurant that is known for their unique selection of sandwiches and hearty portions. They serve their food items in an eclectic and family friendly atmosphere.

Visual Appeal

When first arriving at the Macado's website, the layout is structured and easy to read. The background is a cream beige color, while the food promoted lights up the page. There are six boxes holding links to other information on the website that looks neat and relaxed. Pictures are incorporated in an attractive manner. It is well-designed to entice customers to crave their food. Overall, Macado's is rated the highest for the most visual appeal for the customer.

Information on Nutritional Value

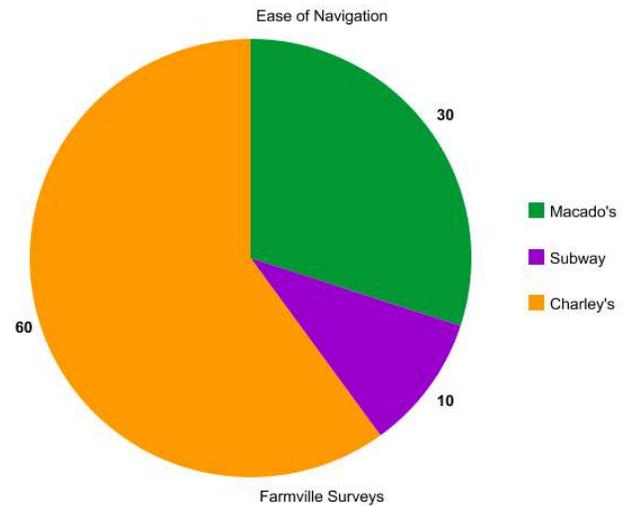
While showing appetizing pictures and describing each menu items' ingredients, Macado's lists no nutritional information. The vegetarian and vegan options are hard to find, consisting mostly of the following:

- Salads
- Ty Cobb Wrap
- Quesadillas
- French fries

Macado's offers customization of food which allows vegans and vegetarians to tailor their orders to fit their dietary restrictions; however, a huge drawback to what we have deemed a great website is the lack of nutritional information outside of the restaurant's doors.

Ease of Navigation

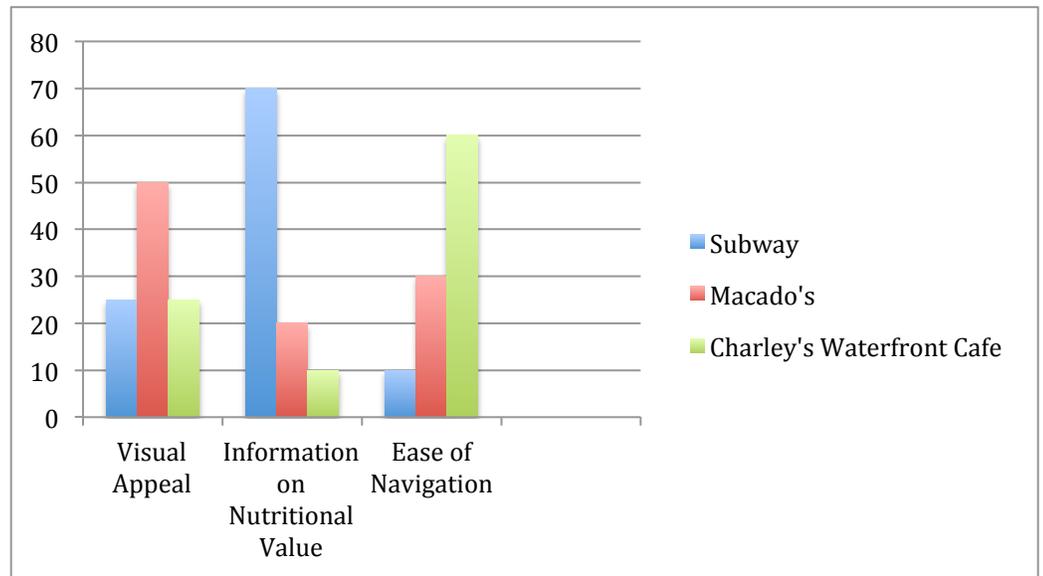
Macado's website is easy to navigate; you can find the information you need quickly. With nine major headings labeled at the top of the website, it is broken down into a suitable amount of headings to get the user in the correct direction that they need. At the bottom, there are 6 boxes that provide what is most frequently visited on their website, which are the Menu, Location, The "Do's news", Photos, What's New, and Daily Specials. Each box directs you to a clear part of the website where the information concerning the topic is easy to find and simply stated. Macado's website provides a simple, yet informational, website that is quick and easy to use.



Conclusions

The current list of website standards for the restaurants within the city of Farmville was written by the Farmville Department of Health (FDH) twenty years prior to the growth and expansion of the city. This has led the current standards to be outdated and applicable only to local restaurants. The information gathered from surveys relating to the most popular Farmville restaurants have been collected and analyzed to supply the FDH with a base for developing an updated set of standards.

There is a multitude of restaurants in the Farmville area, but navigating their websites can prove to be difficult. Due to the recent flow of students, residents, and tourists into the area, the city of Farmville needs to ensure that their restaurants are being held to a high set of standards. Paying attention to the websites of these restaurants will not only promote business, but it will bring people coming back to the city of Farmville.



Our study concluded that the most helpful websites for Farmville restaurants are the following:

Subway, Macado's, and Charley's Waterfront Cafe.

We analyzed these three websites based on their visual appeal, information on nutritional value, and ease of navigation. To aid with our analysis, 300 surveys were sent out to Farmville residents, 208 of which were returned. These surveys requested their opinions on the websites in terms of visual appeal, information on nutritional value, and ease of navigation. Each website, although all being good candidates to base our proposal on, ranked higher in certain categories than in others. As per the survey, the Farmville Department of Health should develop their list of standards based on the following information:

Macado's website received the highest rating for visual appeal, with 50% of participants who voted in agreeance. This number was supported by the website's strategically placed images of food in addition to the calm and neat feeling of the website. 70% of participants voted Subway's website for having the best information on nutritional value. This is due to the fact that Subway presented this information in a clear way. Important food information such as calorie amounts, ingredients, and serving size were easy to locate. Lastly, 60% voted that Charley's Waterfront Cafe website had the easiest website to navigate. There were clear links that were simple, clean, and organized.

Recommendations

Lancer Consulting recommends that the Farmville Department of Health review the following restaurants' websites when setting their standards for websites in the area:

- Subway,
- Macado's, and
- Charley's Waterfront Cafe.

Subway, Charley's Waterfront and Cafe, and Macado's are all restaurants in Farmville that demonstrate these qualities in some way for an effective restaurant website:

- Visual Appeal,
- Information on Nutritional Value, and
- Ease of Navigation.

Appendix A: Websites of Farmville Restaurants Survey

This survey has been approved by Lancer Consulting to help determine the Farmville community's opinion of three popular Farmville restaurants' websites. Please look at the Subway, Macado's, and Charley's Waterfront Cafe websites and rate each one according to the following questions. We appreciate you taking the time to fill out the survey, and we value your input.

Visual Appeal:

1) The website's design is pleasing to the eye.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

2) The font is large enough to easily read.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

3) The website's color scheme has a theme.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Information on Nutritional Value:

4) Nutrition facts are clearly stated on the webpage.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5) The website offers healthier options.

- Strongly Agree

- Agree
- Neutral
- Disagree
- Strongly Disagree

6) The website offers gluten free and vegetarian options.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Ease of Navigation:

7) The website has simple navigation headings.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8) There is a noticeable website search bar.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

9) Overall, the website is simple to navigate.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Thank you for taking the time to complete this survey of the effectiveness of these three restaurants' websites. Please leave any further comments on the back. If you have any questions, please do not hesitate to call Savannah Dyer at (123) 456-7890.

Please email the completed survey to lancer.consulting@longwood.edu before May 15, 2018.

Appendix B: Websites of Farmville Restaurants Survey Results

Out of the 300 surveys sent out, 208 were returned. The following information below shows the results as a percentage out of 100.

Table 1: Visual appeal survey results

	Subway	Macado's	Charley's Waterfront Cafe
Percentage	25	50	25

Table 2: Information on nutritional value survey results

	Subway	Macado's	Charley's Waterfront Cafe
Percentage	70	20	10

Table 3: Ease of navigation survey results

	Subway	Macado's	Charley's Waterfront Cafe
Percentage	10	30	60

Appendix C: Minutes for Formal Report



LANCER CONSULTING MEETING
Grainger Classroom
Monday, April 2, 2018, 5:00 PM

AGENDA

- I. Call to order: 5:00 PM**
 - a. **Present:** Grace Schroeder, Savannah Dyer, Ruth Allen (chair)
 - b. **Absent:** None
 - c. **Recording Secretary:** Ruth Allen

- II. Approval of Agenda:** Grace moved, seconded by Ruth. Passed unanimously.

- III. Previous Minutes**
 - a. There have been no previous minutes; this is the first meeting.

- IV. Other Items**
 - a. **Goals for the meeting:** Since this was our first meeting, we decided the topic that we are going to discuss. Also, we needed to decide the name for the consulting company. If time was left over, we would decide on the three websites of schools that we would be using.
 - b. **What we accomplished:** We decided on evaluating three school's websites. We also created the company's name: Lancer Consulting. We did not have time to find the three websites.

- V. Goals for Future Meeting**
 - a. **Date for next meeting:** April 9, 2018
 - b. **What to prepare for next meeting:** We all assigned to one another to find a potential college's website to use.

- VI. Adjournment**
 - a. Ruth moved that the meeting be adjourned. Passed unanimously. The meeting ended at 5:15 pm by all group members.



LANCER CONSULTING MEETING
Grainger Classroom
Wednesday, April 9, 2018, 5:00 PM

AGENDA

- I. Call to order: 5:00 PM**
 - a. **Present:** Grace Schroeder, Ruth Allen (chair)
 - b. **Absent:** Savannah Dyer
 - c. **Recording Secretary:** Grace Schroeder

- II. Approval of Agenda:** Grace moved, seconded by Ruth. Passed unanimously.

- III. Previous Minutes**
 - a. During the previous meeting, we decided what topic we were going to talk about. We decided to find three websites of schools in the United States. We also decided that our name was Lancer Consulting.

- IV. Other Items**
 - a. **Goals for the meeting:** Our goal for the second meeting was to find the three websites of schools that we were going to analyze. After finding the three websites, our next steps would be to write down the observations for each of these websites.
 - b. **What we accomplished:** After finding out that another group was doing schools, we changed our topic to restaurants instead. We decided on restaurants that were present around the city of Farmville. Our group chose to research Macado's, Charley's Waterfront Cafe, and Subway. Finally, we decided we are going to analyze on three criterias: Visual Appeal, Information on Nutritional Value, and Ease of Navigation.

- V. Goals for Future Meeting**
 - a. **Date for next meeting:** April 11, 2018
 - b. **What to prepare for next meeting:** We assigned each member one criteria to research (Visual Appeal, Nutrition, and Ease of Navigation). We will take notes on each of the websites (Macado's, Charley's Waterfront Cafe, Subway) based on our assigned criteria.

- VI. Adjournment**
 - a. Ruth moved that the meeting be adjourned. Passed unanimously. The meeting ended at 5:15 pm by all group members.



LANCER CONSULTING MEETING
Grainger Classroom
Wednesday, April 11, 2018, 2:00 PM

AGENDA

- I. Call to order: 2:00 PM**
 - a. **Present:** Grace Schroeder, Savannah Dyer, Ruth Allen (chair)
 - b. **Absent:** None
 - c. **Recording Secretary:** Savannah Dyer

- II. Approval of Agenda:** Grace moved, seconded by Ruth. Passed unanimously.

- III. Previous Minutes**
 - a. During the previous meeting, we changed our topic to three websites of restaurants. We chose three websites that are around Farmville (Charley's, Macado's, and Subway). Finally, we figured out what we would be looking for into for each of the websites (Visual Appeal, Nutrition, Ease of Navigation).

- IV. Other Items**
 - a. **Goals for the meeting:** Our goal for the third meeting was to start the Letter of Authorization, Letter of Transmittal, and Table of Contents.
 - b. **What we accomplished:** We started and completed both Letter of Authorization and Letter of Transmittal. After looking at the book, we figured where these two letters needed to go in our formal report. Also, we started to look at our Table of Contents and figured out the prior steps to take when putting it together.

- V. Goals for Future Meeting**
 - a. **Date for next meeting:** April 16, 2018
 - b. **What to prepare for next meeting:** We will start to write the analysis of at least one website, and critique the Letter of Authorization and Letter of Transmittal.

- VI. Adjournment**
 - a. Ruth moved that the meeting be adjourned. Passed unanimously. The meeting ended at 3:45 pm by all group members.



LANCER CONSULTING MEETING
Greenwood Library
Monday, April 16, 2018, 3:00 PM

AGENDA

- I. Call to order: 3:00 PM**
 - a. **Present:** Grace Schroeder, Savannah Dyer, Ruth Allen (chair)
 - b. **Absent:** None
 - c. **Recording Secretary:** Ruth Allen

- II. Approval of Agenda:** Grace moved, seconded by Ruth. Passed unanimously.

- III. Previous Minutes**
 - a. During the last meeting, we started and finished the Letter of Authorization and Transmittal. We also started to work on the Table of Contents. The group decided to work some on our own with the different criteria we had chosen in order to accelerate the process.

- IV. Other Items**
 - a. **Goals for the meeting:** The goal for this time together was to start working on the analysis of all of the websites. We also decided to continue to critique the Table of Contents and other noticeable formatting errors.
 - b. **What we accomplished:** During this meeting, we finished the outline of the Table of Contents, List of Figures, and List of Tables. We also started on the Executive Summary, which briefly states what the formal report will hold. However, we need to further analyze the websites before our next meeting.

- V. Goals for Future Meeting**
 - a. **Date for next meeting:** April 18, 2018
 - b. **What to prepare for next meeting:** Everyone will continue working on a piece of criteria and bring specific notes. This is so we can start effectively typing the report. For each website, Grace is looking at the Visual Appeal, Ruth is looking at the Ease of Navigation, and Savannah is looking at the Information on Nutritional Value.

- VI. Adjournment**
 - a. Ruth moved that the meeting be adjourned. Passed unanimously. The meeting ended at 3:55 pm by all group members.



LANCER CONSULTING MEETING
Greenwood Library
Wednesday, April 18, 2018, 5:15 PM

AGENDA

- I. Call to order: 5:15 PM**
 - a. **Present:** Grace Schroeder, Savannah Dyer, Ruth Allen (chair)
 - b. **Absent:** None
 - c. **Recording Secretary:** Grace Schroeder

- II. Approval of Agenda:** Grace moved, seconded by Ruth. Passed unanimously.

- III. Previous Minutes**
 - a. During the last meeting, everyone was told to bring specific information about their criteria area for each of the websites. Also, the Table of Contents and Tables of Figures and Lists were completed. We started working on the Executive Summary.

- IV. Other Items**
 - a. **Goals for the meeting:** The goal for this meeting was to put the information into the spots made for each website under each category.
 - b. **What we accomplished:** About half of our goal was completed, and we successfully completed the Introduction. This included organizing pictures and figures. We also looked over the document for potential errors. The Executive Summary was completed.

- V. Goals for Future Meeting**
 - a. **Date for next meeting:** April 23, 2018
 - b. **What to prepare for next meeting:** We decided that everyone will continue to work on finishing their assigned part of the analysis. Grace and Ruth also talked about working independently over the weekend as well.

- VI. Adjournment**
 - a. Ruth moved that the meeting be adjourned. Passed unanimously. The meeting ended around 6:00 pm by all group members.



LANCER CONSULTING MEETING
Greenwood Library
Monday, April 23, 2018, 3:00 PM

AGENDA

- I. Call to order: 3:00 PM**
 - a. **Present:** Grace Schroeder, Savannah Dyer, Ruth Allen (chair)
 - b. **Absent:** None
 - c. **Recording Secretary:** Savannah Dyer

- II. Approval of Agenda:** Grace moved, seconded by Ruth. Passed unanimously.

- III. Previous Minutes**
 - a. During the last meeting, the Executive Summary and Introduction were completed. Pictures and figures were included in the introduction.

- IV. Other Items**
 - a. **Goals for the meeting:** The goal for this meeting is for everyone to successfully complete their section of analysis for all three restaurants. Also, we hope to put more graphs and tables into the document.
 - b. **What we accomplished:** During this meeting, we finished the Information on Nutritional Value part of each of the websites information pages. Also, we created the graphs, survey, and survey results. We also went back and filled in the Lists of Tables and Figures page as much as we possibly could.

- V. Goals for Future Meeting**
 - a. **Date for next meeting:** Wednesday, April 25, 2018
 - b. **What to prepare for next meeting:** For the next meeting, we plan on looking through the document in order to start editing for any grammatical errors, and make sure the 8 C's are thorough throughout the document.

- VI. Adjournment**
 - a. Ruth moved that the meeting be adjourned. Passed unanimously. The meeting ended at 3:50 pm by all group members.



LANCER CONSULTING MEETING
Greenwood Library
Wednesday, April 25, 2018, 3:00 PM

AGENDA

- I. Call to order: 3:00 PM**
 - a. **Present:** Grace Schroeder, Savannah Dyer, Ruth Allen (chair)
 - b. **Absent:** None
 - c. **Recording Secretary:** Ruth Allen

- II. Approval of Agenda:** Grace moved, seconded by Ruth. Passed unanimously.

- III. Previous Minutes**
 - a. During the last meeting, the Information on Nutritional Value was completed for each website. Also, the survey and survey results were included in the document. Finally, figures were added and incorporated into the document.

- IV. Other Items**
 - a. **Goals for the meeting:** Our goals for this meeting are to go through the entire document and look for any grammatical errors that we may have overlooked. Also, we need to double check our spacing and formatting throughout the entire document.
 - b. **What we accomplished:** We went through and checked for spelling errors, while incorporating the 8 C's into the report. We also made sure that page numbers were correctly included within the report. We had a couple questions regarding where to put the minutes and work logs, so we are awaiting an email back from the professor.

- V. Goals for Future Meeting**
 - a. **Date for next meeting:** Monday, April 30, 2018
 - b. **What to prepare for next meeting:** For the next meeting, we are going to do the final run through on the report. Also, we are going to create the PowerPoint for our presentation and rehearse our lecture.

- VI. Adjournment**
 - a. Ruth moved that the meeting be adjourned. Passed unanimously. The meeting ended at 3:50 pm by all group members.



LANCER CONSULTING MEETING
Greenwood Library
Monday, April 30, 2018, 2:00 PM

AGENDA

- I. Call to order: 2:00 PM**
 - a. **Present:** Grace Schroeder, Savannah Dyer, Ruth Allen (chair)
 - b. **Absent:** None
 - c. **Recording Secretary:** Grace Schroeder

- II. Approval of Agenda:** Grace moved, seconded by Ruth. Passed unanimously.

- III. Previous Minutes**
 - a. During the last meeting, we reviewed some grammatical errors that were found in the formal report. We also started to discuss what should be included in the PowerPoint. Finally, we made sure our page numbers were accurate and in the correct position.

- IV. Other Items**
 - a. **Goals for the meeting:** Our goals for this meeting are to make PowerPoint for our presentation, while also wrapping up any last minute edits we may have.
 - b. **What we accomplished:** During this meeting, we completed the Powerpoint and rehearsed for our presentation today. In addition, we have completed last minute small editing as needed. This included making sure the page numbers are properly placed and adding more information for the Visual Appeal.

- V. Goals for Future Meeting**
 - a. **Date for next meeting:** This is our last official meeting.

- VI. Adjournment**
 - a. Ruth moved that the meeting be adjourned. Passed unanimously. The meeting ended at 3:50 pm by all group members.