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Executive Summary

For centuries, sporting events have entertained people of all ages, and they continue to do so today. The sports entertainment industry is the group of for-profit businesses that plan and manage sporting events. The sports coordinated by these businesses include anything that can draw a crowd: American football, soccer, and basketball, among others. Be it a gladiatorial fight or a quiet game of golf, these events are as lucrative as they are fun to watch, making the sports entertainment businesses a multi-billion dollar industry.

An untapped segment of the sports entertainment industry that few people follow is mixed martial arts, or MMA, a free form combat sport that pits athletes against each other in a tournament style competition. While relatively small compared to major sports, MMA has experienced substantial growth in the past several years and has contributed a great deal to the sports entertainment industry.

When the opportunity presented itself, the 2006-2007 Homestead High School Partnership with Business Project decided to take the initiative and partner with a business in the growing sport of MMA. Project chairs Shawn Xu and Amber Feng pursued a partnership with Daniel Puder LLC, a company that manages the various business ventures of prominent Bay Area MMA athlete Daniel Puder. These ventures included a youth fitness charity called Puder Strength Training; a regional MMA publication, Puder Magazine; and sports agency, Puder-Baker Management Group. Project members accepted the partnership, and proceeded to name it Project Knockout.

The general purpose of the partnership between Project Knockout and Puder LLC was to develop a mutually beneficial relationship between both parties. Throughout the 2006-2007 school year, Daniel Puder LLC offered project members the opportunity to study and gain firsthand professional experience from the sports entertainment industry, and Project Knockout members were able to carry out several activities that gave Daniel Puder LLC a competitive edge in business. Project members created a public image for Puder-Baker Management Group by designing a company logo. Members also completed sponsorship databases, worked on marketing presentations, wrote business plans, organized magazine advertisements, and gave Puder valuable interview feedback. In return, Mr. Puder provided Project Knockout members with access to a network of professionals in the entertainment industry, with whom project chairs coordinated to organize a series of five workshops ranging in subjects from business plan writing to careers in photography. Mr. Puder also helped project members plan for a business tour at the San Jose HP Pavilion Sports Arena, a major entertainment complex.

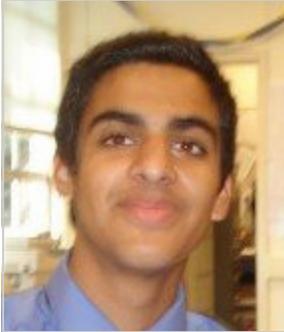
Ultimately, Project Knockout members gained real and tangible business experience in the entertainment industry. Members learned how to communicate professionally and effectively, increased their teamwork skills, and developed interest in business. Along with these general results, members also learned very specific skills in marketing, public relations, and business management.

Project Knockout hopes to continue its ongoing relationship with Daniel Puder LLC through several events planned for the future.

Development

OFFICER SELECTION

In early June 2006, Mr. Xu and Ms. Feng were elected to the respective positions of Partnership with Business Project Chair and Co-Chair after a rigorous resume analysis and officer interview process. After the Officer Installation Ceremony on June 3, 2006, the two chairs met for a short 45-minute meeting to explore the project prompt and get to know each other. This meeting set the foundation for Project Knockout, as Mr. Xu and Ms. Feng were able to discover subjects of common interest, analyze the amount of experience each had in these subjects, and define long-term goals of leading the Partnership with Business Project. Mr. Xu and Ms. Feng both had interest in the subject of marketing. Both also decided that they and members would benefit from gaining professional communication, leadership, and management skills through the real world experiences provided by partnering with a business. The general requirements for new project concepts were thus set.



"Project Knockout gave me the opportunities to advance my knowledge in the professional world."

-Rohit Ramchandani, member

INITIAL PROJECT BRAINSTORMING

In the week following their first meeting, Mr. Xu and Ms. Feng held several collaborative brainstorming sessions with FBLA members, officers, advisers, and alumni. On June 3, 2006, Mr. Xu, Ms. Feng, and several key Homestead FBLA officers and advisers met to discuss project options. Multiple ideas were pitched that fit into the Partnership with Business project mold.

Mr. Xu and Ms. Feng met with chapter adviser Byron Lee, mentor Corey Reese and the past year's chapter president Visish Srinivasan on June 5, 2006 to discuss project ideas. After a short 45-minute discussion, Mr. Lee suggested a partnership with Oracle Corporation, a very prominent database technology company. Mr. Xu and Ms. Feng pursued a project idea that involved project members becoming a database consulting team. It was planned that members would reach out to local businesses and promote the benefits of Oracle's databases. However, project chairs Mr. Xu and Ms. Feng felt that database technology was too complex for high school students to learn in the timeframe of a one-year project. Furthermore, they considered that few FBLA members would even be interested in learning the database technology. Thus, the Oracle project idea was deemed impractical.

On June 7, 2006, Mr. Xu and Ms. Feng met with Homestead FBLA advisers Mr. Lee and Edmund Kwong to discuss a new project concept that involved a marketing campaign with local restaurant Palace BBQ. However, Mr. Xu and Ms. Feng decided not to pursue this project because Palace BBQ would not have been able to teach project members many business skills.

A multitude of other possibilities were considered, including working with computer hardware company Hewlett-Packard Development Company, and Internet service giant Yahoo! Inc. Project chairs asked Homestead FBLA alumnus Corey Reese to contact both companies through his own business associates in order to find out if either company would be interested in a Partnership with Business project. A project for either business would have involved marketing research for the high school segment of the market. However, Mr. Xu and Ms. Feng decided that

Development, cont'd

they wanted to break the mold of previous Homestead Partnership with Business projects and arrange a non-technology based partnership; thus they shifted their focus away from the Hewlett Packard and Yahoo! project ideas.

All potential project ideas were carefully considered, but a final decision was not made until late August, after a partnership with Daniel Puder LLC was proposed to project chair Mr. Xu.

PROJECT KNOCKOUT RATIFICATION

During late July 2006, project chairs Mr. Xu, Ms. Feng, and project members Rohit Ramchandani, Sunny Chu, Claire Brubaker, and Eddson Alcid had the chance to meet Mr. Puder through an appearance event for the Smile Train charity. Mr. Puder is a professional athlete employed by the Strikeforce Fighting Championship league. Primarily working as a mixed martial artist, he participates in numerous fighting tournaments for a living. As mentioned above, MMA is a free form combat sport that is open to any fighting style. Mr. Puder has been trained under some of the most respected athletes of the sport, such as Frank Shamrock, Brian Johnston, and Danny Chaid. Mr. Puder has been very successful in the sports entertainment industry, currently holding a World Wrestling Entertainment's Tough Enough award valued at \$1 million and enjoying celebrity status in the Bay Area region of California. Mr. Puder also created the company Daniel Puder LLC to regulate and manage the various business ventures and charities that he started through his tournament winnings. These ventures range from a youth fitness charity to apparel manufacturing.

After the first meeting at the Smile Train charity event, Mr. Puder offered Mr. Xu and Mr. Ramchandani a paid internship to Daniel Puder LLC for August 2006, and, excited to learn more about the sports entertainment industry, they immediately accepted this offer. During this internship, they worked to compile a list of California-based companies that were interested in placing ads in the first issue of Puder Magazine, a local publication produced by Mr. Puder that focuses on the sport of MMA. Mr. Puder was impressed with the level of work that Mr. Xu and Mr. Ramchandani accomplished, and when Mr. Xu introduced to Mr. Puder to the Partnership with Business project and voiced interest in continuing a professional relationship, Mr. Puder offered him the opportunity to form a partnership, helping with the ventures of Daniel Puder LLC. Specifically, he wanted help in launching his newest venture, a sports agency called the Puder-Baker Management Group that would cater to the fledgling mixed martial artists of the Strikeforce Fighting Championship, and was willing to offer project members the opportunity to work with and learn from professionals in the sports entertainment industry.

Project chairs Mr. Xu and Ms. Feng met subsequently over the summer to discuss the prospect of forming a partnership with Mr. Puder and agreed that it was a creative idea with a large amount of potential. They also noted that the previous Homestead FBLA Partnership with Business projects had centered on technology businesses. Mr. Xu and Ms. Feng decided that a partnership that explored the entertainment industry, an area no other Partnership with Business team had ever pursued in Homestead FBLA history, was worthwhile. Thus, Mr. Xu and Ms. Feng

Development, cont'd

agreed upon the Puder-Homestead FBLA partnership concept and began to take steps to ratify it formally.

Upon the start of the new school year on August 29, 2006, project chairs Mr. Xu and Ms. Feng, Homestead FBLA advisers Mr. Lee and Mr. Kwong, Homestead FBLA alumni Corey Reese and Samuel Lee, and Mr. Puder met to officially recognize the beginning of a partnership between Daniel Puder LLC and the Homestead FBLA Partnership with Business project. Specific project details were discussed and the partnership was formally titled Project Knockout.

PROJECT EXPANSION

With the launch of Project Knockout, project chairs Mr. Xu and Ms. Feng decided to draft a Letter of Engagement to clearly outline specific goals of both parties involved in the partnership. On September 3 and 4, 2006, Mr. Xu, Ms. Feng, and project members Annie Stoner, Edward Wang, and Charles Liu met to write this document. This document was outlined into four phases, and clearly stated what both parties in the partnership should have accomplished by the end of the year. During the next meeting with the company executives, the Letter of Engagement was signed by Mr. Xu, Ms. Feng, and Mr. Puder.

Project Knockout focused on improving the ventures of Daniel Puder LLC. This included Mr. Puder's new Puder Magazine publication, charity Puder Strength Training, and a new sports management agency named Puder-Baker Management Group. The assignment that held the most attention was Puder-Baker Management Group. For the sports management agency, Project Knockout received responsibility for two major clients, Paul Buentello and Mr. Puder himself. Several measures were taken by the project chairs of Project Knockout to ensure maximum efficiency in all work.



Above: The executive project team meeting with Daniel Puder and his associates.

Mr. Xu and Ms. Feng met in mid-September, 2006, to further discuss managing the large member team. A member contract was drafted to give members a sense of the responsibilities the project included. Some of the responsibilities outlined were being aware of deadlines, respecting project chairs and heads, keeping close contact with clients and other team members, and constantly maintaining a professional manner. (Appendix C) Members were also subject to a skills survey that was completed along with the member contract. This survey gauged the level of skill in certain areas critical to the project. Mr. Xu and Ms. Feng then utilized this survey information to properly divide members into their respective project groups.

Development, cont'd

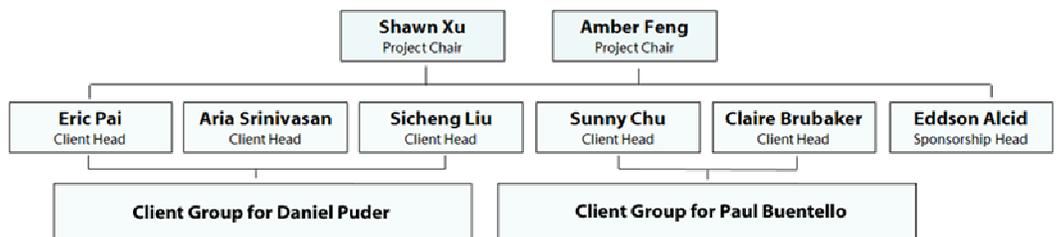


"An aspect I particularly liked was getting to meet Puder himself, and all his associates, including his photographer and magazine editor."
-Eric Pai, client head

Due to the complexity and size of the project, Mr. Xu and Ms. Feng had to think of a way to organize the members into a structure that would be easy to manage, yet still be able to expose members to the most opportunities. One of the main goals of the project was to have members as involved as possible so they would truly benefit from the experience. Mr. Xu and Ms. Feng deliberated possible management structures, finally deciding upon having several prominent members, "client heads", in charge for each client in the Puder-Baker Management Group. These client heads would manage groups of members, assigned to a specific client, and would work on the same client the entire year. The project chairs also created the position of a "sponsorship head", whose job was to keep members on top of researching businesses throughout the year and also to compile the finished sponsorship database. There was great interest in these positions, thus Mr. Xu and Ms. Feng set up a selection process. First, interested members sent in a resume and a short cover letter explaining why they felt qualified. The project chairs screened these resumes and selected eight applicants to interview. Among the pool, members Sicheng Liu and Eric Pai were assigned as Client Heads of one group, Aria Srinivasan, Claire Brubaker, and Sunny Chu were assigned as Client Heads of another group, and Eddson Alcid was assigned as Sponsorship Head. These core members formed the executive team of Project Knockout. After the heads were chosen, members were divided into groups with careful consideration. Mr. Xu, Ms. Feng, and the heads then assigned members who were responsible and would work well together into client groups.

Mr. Xu and Ms. Feng also implemented a project point system. Every member received points for being present at project meetings, attending project events, completing project assignments, exhibiting extraordinary signs of leadership and initiative, and serving as client or sponsorship heads. Project points served as indicators for the level of involvement of members. For example, slots for Project Knockout events with limited space were determined by the number of project points interested members held. This encouraged members to get more involved in Project Knockout. By project's end, points allotted through this system will be converted into Homestead FBLA activity points, a system that awards highly involved Homestead FBLA members medals at senior graduation.

All items aforementioned created a management structure that served as the foundation for Project Knockout success. After this preliminary developmental stage, Project Knockout chairs proceeded with several assignments in order to fully realize the goals of the partnership.



Above: The management structure set by project chairs Shawn Xu and Amber Feng.

Development, cont'd

PARTNERSHIP OBJECTIVES BASED ON FBLA GOALS

FBLA Goals	Related Project Knockout Objective
Develop competent, assertive business leadership	Assign a core group of members to leadership positions within the project, with each responsible for a number of members and for completing assignments by certain deadlines
Strengthen confidence of students in themselves and their work	Design assignments open to all client groups and foster friendly competition between the groups, doubly boosting productivity and members' pride in their work
Create interest in and understanding of American business enterprise	Invite professionals from the entertainment industry to speak in order to expose members to the business aspect of their occupations
Develop character, prepare for useful citizenship and foster patriotism	Create an atmosphere of hard work that will result in timeliness, reliability, and integrity
Encourage and practice efficient money management	Ensure the responsible supervision of funds earned through the paid summer
Encourage members in the development of individual projects to improve home, business, and community	Donate all proceeds that result from this project to local charities and invest in Homestead High School academic programs
Encourage scholarship and promote school loyalty	Bring the team together by encouraging teamwork in project assignments
Assist students in the establishment of occupational goals	Coordinate with the professionals who came to speak about their occupations to elaborate on their career paths and academic goals
Facilitate the transition from school to work	Network with the many business professionals in the entertainment industry through Mr. Puder and find internship opportunities for project members

Implementation

Project Knockout was organized into one summer phase and four distinctive school year phases. Each phase consisted of several sub-phases, which were in turn comprised of important goals and objectives outlined in the Letter of Engagement.

PHASE ZERO

During the summer of 2006, project chair Mr. Xu and member Mr. Ramchandani had interned at Daniel Puder LLC after they were given a special opportunity by Mr. Puder himself. In this internship, they worked at a business facility located in east Mountain View. They learned valuable skills in professionalism in their work.

The focus of the internship was to launch the first issue of Puder Magazine, Daniel Puder LLC's new publication. The focus of Puder Magazine was to expose the trends of men and women in the regional area. Mr. Xu and Mr. Ramchandani worked with Mr. Puder to identify and contact businesses willing to advertise in the first issue of the magazine. Mr. Xu and Mr. Ramchandani created an advertiser database of over six hundred local businesses to aid in this respect. They utilized the Internet to find basic business information, addresses, contact people, phone numbers, and email addresses for the database, and then proceeded to call each of the businesses to make business pitches to their representatives. Mr. Puder trained them to make such a business presentation. In the end, Mr. Xu and Mr. Ramchandani prepared a list of all interested businesses to Mr. Puder. One hundred percent of the advertisements on the first issue of Puder Magazine were from this list that they created.

Mr. Xu and Mr. Ramchandani also gave Mr. Puder feedback on one of his printed marketing presentations. Mr. Ramchandani was then given a secondary objective of improving this marketing presentation to make it more aesthetically pleasing, as well as to improve the content of the presentation. Mr. Puder then used the presentation in future dealings with businesses unfamiliar with him.



"By working with Puder-Baker Management Group, I was able to develop my interest in business, specifically marketing."
-Ana Martynova, member

PHASE ONE

Phase One consisted of the launch of Mr. Puder's new management agency, Puder Management, later renamed Puder-Baker Management Group. It was established that the Homestead FBLA members would help Mr. Puder as an auxiliary support team for the sports management agency to create a company logo, develop a business plan, and improve his overall marketing strategy. In this phase, the members also began researching and creating a sponsorship database for the business's clients. Finally, project members experienced the creation of a new calendar line product for Mr. Puder.

Creation of Puder-Baker Management Group

Project Knockout collaborated with Mr. Puder to finalize the leadership structure of his management agency, as well as to establish its corporate image. Mr. Puder surveyed several partnership opportunities and developed several preliminary names for his company. Throughout this process, project members assisted Mr. Puder in assessing the feasibility of each opportunity as well as developing hypo-

Implementation, cont'd

thetical company logo designs. For example, Mr. Puder considered partnering with Dubai-based real estate giant David Hoady, in which case the agency was to be branded Puder-Hoady Entertainment Group. Ultimately, Mr. Puder decided to partner with lawyer Robert Baker, a specialist in Employment Law. An equitable partnership was thus created in which Mr. Puder tendered his network of professional contacts and Mr. Baker tendered his legal expertise, highly applicable to the venture. The agency was named Puder-Baker Management Group, and Project Knockout members proceeded to commence final stages of logo development.

Several brainstorming sessions were held to generate ideas for the agency logo. All members were encouraged to submit their design ideas. The design committee chose four preliminary logos and presented them to Mr. Puder for consideration. He chose two of his favorites, and the team then voted on which one would be more effective.



Left: The four preliminary logos, created by project members, presented to Daniel Puder. *Right:* The final logo for Puder-Baker Management Group.

Sponsorship Database

Using the database Mr. Xu and Mr. Ramchandani had started over the summer, members began preliminary research of various businesses for the expected clients of the Puder-Baker Management Group assignment. Members obtained mailing addresses and important contact information of these businesses in order to identify potential sponsors for future clients.

The members then contacted those businesses listed in the database in a professional manner. They conversed with company executives to discover the company's sponsorship policies and marketing budgets. In the end, several interested companies were identified, and all information was compiled in the form of a sponsorship database. Most prominent among the sponsor businesses was a new Adidas store that opened in the local area. To promote the launch of the new store, they were prepared to sponsor Mr. Puder in an upcoming appearance event. Unfortunately, Mr. Puder chose not to pursue the sponsorship due to a clause in a previous sponsorship contract that prevented him from being sponsored by other businesses.

Implementation, cont'd

Complete Sponsorship Database									
ID	TYPE OF BUSINESS	COMPANY	ADDRESS	CITY	STATE	ZIP	PHONE	CONTACT PERSON	Availability
15	Plastic Surgery	Almaden Rejuvenation Center	1000 Blossom Hill Road	San Jose	CA	95123	408-723-0125	Vandy	Mail No Address
16	Health Spa	Almaden Rejuvenation Center	1000 Blossom Hill Road Ste. G	San Jose	CA	95123	408-268-8844	Dr. Ron Lee	dr.lee@almaden.com
17	Real Estate	Akari Realty	2020 S. Blossom Avenue	Campbell	CA	95008	408-928-2020	No Contact Person	Not Interested
18	Construction	AIMS Heating and Cooling	205 Vineyard Town Center Suite #304	Mountain View	CA	95037	408-710-8232	Bobby V. Grier	bob@aimsheating.com
19	Nightclub	Anglers Club	2107 N. 29th Street	Oklahoma City	OK	73102	408-995-9588	Mark Bjert	mark@anglersclub.com
20	Internet	Aplinet	10700 Barnes Canyon Road	San Diego	CA	92121	617-275-8763	No Contact Person	Not Interested
21	Hotel	Arena Hotel	817 The Alameda	San Jose	CA	95128	408-284-6500	Andy	Contact At A Later T
22	Tax Shop	AsanPims	12020 Burton Street	Palo Alto	CA	94303	310-279-4777	No Contact Person	Contact At A Later T
23	Auto Audio	Audiopics - Corporate Office	80 Marcus Boulevard Haysburg	New York	NY	10918	800-645-8394	No Contact Person	Not Interested
24	Auto	Auto Service Centers	101 Dell Avenue	Campbell	CA	95008	408-770-2872	No Contact Person	Not Interested
25	Restaurant	Babris	298 Blossom Avenue	San Jose	CA	95122	408-276-9000	No Contact Person	Not Interested
26	Ball Bonds	Bad Boys Ball Bonds	1004 North First Street	San Jose	CA	95121	408-298-2329	No Contact Person	Not Interested
27	Ball Bonds	Bad Boys Ball Bonds	478 7th Street	Oakland	CA	94607	510-463-3000	No Contact Person	Not Interested
28	Ball Bonds	Bad Boys Ball Bonds	412 Boucher Street	Los Angeles	CA	90012	213-626-4326	No Contact Person	Not Interested
29	Ball Bonds	Bad Boys Ball Bonds - Corporate Office	1209 North First Street	San Jose	CA	95122	408-998-7998	No Contact Person	Not Interested
30	Spa	Bamboo Day Spa	19029 Stevens Creek	Cupertino	CA	94515	408-446-8900	No Contact Person	No
31	Band/Event	Bands on the Beach Aug 4, 6, 8, 10	400 Beach Street	Santa Cruz	CA	95060	831-426-7430	No Contact Person	Not Interested
32	Restaurant	Bangkok Taste	1769 Blossom Hill	San Jose	CA	95123	408-358-2525	No Contact Person	Not Interested
33	Skin Care	Barbarella Beauty	180 Lincoln Avenue	Yellow Blm	CA	95125	408-947-2255	No Contact Person	Not Interested
34	Radio	Beth Sports Talk Cleveland	Unknown	Unknown	OH	Unknown	Unknown	Paul	paull@betsports.com
35	Car Radar Detector	Bethronics - Corporate Office	5442 West Chester Road	West Chester	OH	45389	Unknown	No Contact Person	Not Interested
36	Education	Bethung University	800 Bethung Drive	Scotts Valley	CA	95966	Unknown	Andy Mandoa	Not Interested
37	Home	Better Water Heaters	251 South Filatato Drive	Milligate	CA	95025	408-250-6872	No Contact Person	Not Interested
38	Business	Bewley's	1600 Hillside Avenue	San Jose	CA	95123	408-284-6208	No Contact Person	Not Interested
39	Bikes	Bike World - Kawasaki Suzuki	953 W. El Camino Real	Sunnyvale	CA	94087	Unknown	No Contact Person	Wendy@groupfido.com
40	Restaurant	Blends	4343 Stevens Creek Boulevard	Santa Clara	CA	95051	408-861-3176	No Contact Person	Contact At A Later T
41	Restaurant	Blends	81 West Main Street	Los Gatos	CA	95020	408-338-9978	No Contact Person	Contact At A Later T
42	Restaurant	Blends	18966 Prospect Road	Sunnyvale	CA	95070	408-242-3661	No Contact Person	Contact At A Later T
43	Restaurant	Blends	601 E. Hamilton Ave	Campbell	CA	95008	408-726-4545	No Contact Person	Contact At A Later T
44	Restaurant	Blends - Corporate Office	267 E. Campbell Avenue - Suite A	Campbell	CA	95008	408-821-9677	Monalisa	monalisa@blends.com
45	Blow Pleasant	Blow Pleasant	22300 Stevens Creek Boulevard	Cupertino	CA	94515	408-255-0300	No Contact Person	Contact At A Later T
46	Auto	BMW	150 E. El Camino Real	Mountain View	CA	94040	Unknown	No Contact Person	Not Interested
47	Car Dealer	BMW/Motocycles	888 W. San Carlos Street	San Jose	CA	95123	408-295-6295	No Contact Person	Not Interested
48	Amusement Park	Boantrah	400 Beach Street	Santa Cruz	CA	95060	831-426-7430	No Contact Person	Not Interested
49	Online Gambling	Body.com	No Mailing Address	PA	PA	814	866-353-3366	No Contact Person	Body.com@body.com
50	Planning	Body.com	957 West San Carlos Street	San Jose	CA	95126	408-93-DIXIE	No Contact Person	Body.com@body.com
51	Salon	Body Kneads	890 San Antonio Road	Palo Alto	CA	94303	650-952-8546	Suzanne	Not Interested
52	Real Estate	Brigid Van Randell	1000 El Camino Real - Suite 150	Menlo Park	CA	94025	650-568-0348	No Contact Person	brigid.van.randell@fb.com
53	Hotel	Brookdale Lodge	1670 Highway 9	Stockdale	CA	95007	831-238-4435	No Contact Person	Will Contact Dan - FC
54	Education	Brooks College	120 Keller Road	Sunnyvale	CA	94086	888-316-4777	No Contact Person	Not Interested
55	Real Estate	Brothers Home Improvement Inc.	88 Stauffer Boulevard	San Jose	CA	95126	408-295-8852	No Contact Person	www.brothershome.com
56	Whiskey Producer	Brown-Forman, Inc. Board of Directors	100 Dixie Highway	Louisville	KY	40270	Unknown	No Contact Person	Not Contact - Unknown
57	Budget Cars - Corporate Office	Budget Cars - Corporate Office	2300 Airport Boulevard - Suite 160	San Jose	CA	95128	973-892-2560	No Contact Person	Will Contact Dan - FC
58	Auto	Black	1776 W. El Camino Real	Sunnyvale	CA	94087	Unknown	No Contact Person	Not Interested

Above: The completed sponsorship database, consisting of over six hundred local businesses researched.

During the course of this assignment, members also promoted the appeal of Puder Magazine through professional conversation with company executives. Members offered to send free copies of the publication to interested companies.

Puder Calendar Line

Additionally, project members were involved in the process of designing Mr. Puder's new calendar line, which featured all of Puder-Baker Management Group's clients. They gave feedback and constructive criticism, making the layout more aesthetically pleasing. Project members gave Daniel Puder LLC a competitive advantage by giving them the perspective of high school students, the secondary target market of the Puder Calendar line. Mr. Puder offered Mr. Xu and Ms. Feng the opportunity of having a fundraiser by selling the calendars at school. However, this possibility did not adhere to the school administration policies, thus the fundraiser concept was dropped.

Magazine Layout Evaluation

Project members congregated in a forum-like meeting to discuss the layout of the first issue of Puder Magazine. A major flaw of Puder Magazine and obstacle to its success was the layout, which did not follow several publication conventions. Members gave Mr. Puder and his publication layout designer, Tiffany Westmoreland, feedback as to which traits of a magazine layout were appealing and which traits were not. Ms. Westmoreland then implemented several changes to future Puder Magazine layouts based on information gathered in this meeting. Ms. Westmoreland also offered a layout design internship to Project Knockout members in conjunction with *The Epitaph*, the school newspaper. However, members did not pursue this secondary partnership because *Epitaph* reporters believed they could not handle the extra workload.

Implementation, cont'd

PHASE TWO

The second phase of Project Knockout was the most critical and time consuming. Clients for the business were contacted, interviewed, and contracted for the assignment with Puder-Baker Management Group. Then, project members were trained by both mentors and guest speakers to serve the clients more efficiently. Members also continued to research businesses for the sponsorship database that assisted in both the Puder-Baker Management Group and Puder Magazine assignments. Project members also completed a business plan for the sports management agency.

Interviews

Clients for the business were contacted, interviewed, and selected by the project's executive branch for the Puder-Baker Management Group assignment. Out of four potential clients: Daniel Puder, Paul Buentello, Eugene Jackson, and Cung Le, Mr. Puder and Mr. Buentello were chosen to be the two clients served by the auxiliary sports management agency of Project Knockout. The executive project team proceeded to conduct client interviews to further develop a professional relationship with the clients.

In late September, Mr. Buentello was interviewed by project chairs Mr. Xu, Ms. Feng as well as four other important project members. Members asked questions about Mr. Buentello's image, background, and career. Throughout the interview, members learned useful information about the client in order to help market him more successfully. For example, Mr. Buentello declared that he valued education and family. This helped the team determine the appropriate target market for this fighter. Members also developed a closer personal relationship with the client and exchanged contact information, enabling a smoother work relationship.

Shortly after, Mr. Puder was interviewed in the same manner. The executive project team gained a better understanding of his image and background. Members learned about his career in MMA combat sports, as well as his professional goals and his expectations of the Puder-Baker Management Group. Mr. Puder also gave a clear expression of his virtues. He assured members that he upheld a clean lifestyle, meaning he was not involved in drugs, smoking or alcohol. He also affirmed his belief in a strong and well connected family, recounting several fond anecdotes as he reflected on the impact his parents and siblings had on his growth.

The client interviews were very positive experiences for both the project chairs as well as for the members involved. As the interviewers instead of the interviewees, members gained unique job interview experience, which bettered their understanding of the real world.

Online Marketing Evaluation

Project chair Ms. Feng put together a website evaluation team and gave feedback to Mr. Puder about his official website, as seen below. The possibilities of using viral online advertising agent such as MySpace.com, Youtube.com, and Facebook.com were also considered.

Implementation, cont'd

Workshops

A total of five workshops were planned and implemented on a wide range of topics over several months. A great deal of knowledge was offered to members in order for them to gain the skills needed to assist in Project Knockout assignments.

A business plan workshop was the first in the series. Presented by a Campus Associate at Alsop-Louie Partners, Corey Reese, on September 9, 2006, members learned how to create an effective business plan from a professional who reads numerous business plans on a daily basis. Mr. Reese gave an extensive PowerPoint presentation to twenty project members, focusing on the Executive Summary and Marketing segments of the business plan. Throughout the workshop, Mr. Reese applied concepts of the workshop to a potential business plan for Puder-Baker Management Group. At the conclusion of the workshop, he distributed several packets of information and relevant tutorial Internet sites to members. This presentation was given to over twenty members and was extremely informative, giving members the information they needed to both help Mr. Puder's current business ventures and being drafting a business plan for Puder-Baker Management Group.



Above: Project chair Amber Feng with Corey Reese after the business plan workshop.



Above: A workshop presented by Mario Serrano, Mr. Puder's publicist.

such interactions. These skills in professionalism were aimed toward improving the numerous business phone calls that members were required to make for the sponsorship database.

Derek Jason, professional photographer for Daniel Puder LLC, conducted a photography workshop to over twenty project members on October 25, 2006. He addressed the specifics of his career and answered questions about the professional

Implementation, cont'd

photography field to interested members. Mr. Jason was very animated in his workshop, and entertained project members as well as teaching them about an important aspect of sports entertainment. Mr. Jason explained several key concepts in photography, and allowed members to handle delicate camera equipment. He explained the differences of cameras in photography and concluded with an offer to observe a professional photo shoot. Project members accepted, with several approving comments of the workshop. Mr. Xu and Ms. Feng started to organize a photo shoot tour for members to attend with Mr. Jason; however, the ultimate feasibility of the endeavor was called into question due to the extensive distance that project members would have needed to travel. Nonetheless, members learned quite a large amount about photography and sparked a genuine interest in the field.

Mr. Puder himself also gave a workshop on the various aspects of the entertainment industry and about being a professional athlete. He discussed his experience of working in such a field, citing such benefits as schedule flexibility and nationwide publicity. Mr. Puder discussed his experience at the various MMA tournaments and explained the current MMA sports entertainment industry landscape, describing the top companies and the growing popularity of the sport. Over sixty members attended the workshop, and most gave positive feedback for the event. Of prominent note in terms of attendance was that quite a few members from the school's athletic program attended this workshop, students that would not necessarily have been interested in business knowledge before. With the perspective of a fellow athlete, they were exposed to the business world. They gained a valuable and informative experience from the workshop.

Lawyer Robert Baker, Mr. Puder's business partner, was the last of the series of workshop presenters. He came in to give an educational workshop on contract law to several team members. He informed the members of the basics of writing a contract, and also provided information regarding the writing of business plans. He brought in samples of his contracts and applied the skills taught during the workshop to a real life example, a partnership between Mr. Puder and a European based cellular phone content company.

Business Plan

Mr. Xu and Ms. Feng also collaborated with Mr. Puder to create a detailed business plan for the new Puder-Baker Management Group. Following the September 19, 2006 business plan workshop held by Mr. Reese, project chair Mr. Xu started writing a business plan.

Mr. Xu's business plan analyzed the Puder-Baker Management Group and brought it forward in a positive light. He wrote a detailed description of the company concept, a segment about the services provided by the company, an analysis of the market and industry that Puder-Baker Management Group planned upon entering, a strategic plan for dealing with the company's main competitors, a report of the management of the company, and finally a financial overview. Each portion of the business plan contained a large amount of information, supported by an equally large amount of research. Mr. Xu created an executive summary after all

Implementation, cont'd

portions were completed. Upon completion of the first draft of the business plan, Mr. Xu sent a soft copy to Mr. Puder for review and correction. Mr. Puder reviewed the business plan and offered several suggestions for potential improvement. After editing the business plan in its entirety, Mr. Xu sent a second draft to Mr. Puder, who was impressed with the work. He sent it to MMA athletes, who showed interest in joining the new sports agency. This business plan provided an organized, professional document to Mr. Puder that served as tool for marketing to potential clients as well as a blueprint for the development of the company.

Interview Feedback

Project members observed several clips of media interviews of Mr. Puder. These interviews were conducted in various venues, from the prominent KRON 4 news channel on television to various minor radio channels. Project members critiqued Mr. Puder's performance in each of these interviews. At the next meeting with Mr. Puder, members gave significant feedback to him in regards to the interviews. Positive interview traits as well as negative traits were discussed. Through this critique experience, members learned what to avoid in professional interviews as well as what behavior in professional interviews that is appropriate.



"This is not the first year I've been involved with the PWB project, and I have to say that I have been blown away by the degree of member involvement this year, as well as the extent of contact with industry professionals."
-Jim Danz, member

PHASE THREE

A significant amount of progress was made in the third phase. Members experienced a tournament that involved all Puder-Baker Management Group clients. The sponsorship database was finished, a marketing plan for Mr. Puder was completed, and students experienced an exciting business tour at a local sports arena. Discussions with Mr. Puder regarding other activities and fundraisers also took place.

Strikeforce Tournament

Project Knockout's clients in the Puder-Baker Management Group assignment were featured in a prominent Strikeforce tournament. In this tournament, members experienced the business operations leading up to a large-scale sporting event. They worked with Mr. Puder and Mr. Buentello during this time period. In the end, both clients won their respective combat fights, and members gained a unique perspective into the sports entertainment industry.

Sponsorship Database

By the end of the third phase of the project, members had thoroughly completed the sponsorship database. Of prominent note was the fact that members realized that different companies had different sponsorship agendas based on the nature of their business. Thus, they analyzed the results of the database and conducted deeper research into several trends in sponsorship. With this information, members were able to connect clients to the sponsor businesses that would most likely sponsor them. This was a major accomplishment, as the database encompassed over six hundred businesses. The database proved to be an immeasurable aid to clients of Puder-Baker Management Group, garnering the gratitude of Mr. Puder for Project Knockout's accomplishments.

Implementation, cont'd

Marketing Presentation

A group of approximately fifteen members was given the task of improving Mr. Puder's current marketing plan. They met a few times to brainstorm ideas and lay-out, using his original marketing plan as a reference. They not only edited the textual content, but also added many graphics and contributed new ideas using the skills they had gained during the numerous workshops attended.

Limousine Appearance Event

Project Knockout chair Mr. Xu and project client heads Aria Srinivasan and Sicheng Liu met with Mr. Puder and Wine and Roses Limousine Company representative David Lara. The executive project team explored the option of holding a limousine fundraiser event for the school's upcoming Winter Formal. The event would have been an appearance for Mr. Puder, thus promoting his image as well as garnering valuable publicity for the Wine and Roses Company. The executive project team began planning this appearance for Mr. Puder, however, it was discovered that the school board held a policy that restricted limousine events. The event concept was discarded, but, in any case, members gained professional experience in planning such an event and in professional communication experience through the proposal to school officials.

Lacrosse Social

For all of the work completed by Project Knockout, Mr. Puder invited the executive project team, which included chairs Mr. Xu, Ms. Feng, client heads, and member Ramchandani to the San Jose Stealth vs. Calgary Roughnecks professional lacrosse game at the HP Pavilion Arena. Project members readily accepted the offer, and met Mr. Puder and several of his guests at the extremely prestigious entertainment complex after a team dinner.

Mr. Puder generously paid for all expenses of the nine person party. At the event, members networked with several of Mr. Puder's associates, including San Jose Stealth coach John Mouradian. Through Mr. Mouradian, the proposal for a business-educational relationship was discussed, thus setting the foundation for the eventual HP Pavilion business tour. Members enjoyed the two hour sporting event, of which Mr. Puder provided front row seats. The lacrosse game was highly entertaining, as well as the half-time show that celebrated youth lacrosse programs across the Silicon Valley. The executive project team gained an opportunity to bond with each other as well as Mr. Puder, and made professional connections across the local sports entertainment industry.

HP Pavilion Tour

After the lacrosse game event, a follow up email was sent to Mr. Mouradian in response to his offer for an educational relationship between HP Pavilion and Project Knockout. Mr. Xu and Ms. Feng proposed to Mr. Mouradian a business tour of the HP Pavilion facility, to which he enthusiastically accepted. Mr. Xu then organized the tour of the facility over several weeks. The San Jose HP Pavilion Arena is an entertainment super-complex that is known for hosting extremely large entertainment events, from rock shows to sports games. The arena is especially known for hosting the San Jose Sharks, a prominent NHL team, as well as the San Jose

Implementation, cont'd

Stealth, the NLL team aforementioned.

At the actual tour, members were exposed to the intricacies of managing a sports entertainment facility. After an initial security check, members were led to the comfortable Presidential Conference Room for a warm introduction by Mr. Mouradian. Mr. Mouradian led the group through the entire lower level of the arena, a section normally closed off to the public. On this level, Mr. Mouradian led members through major management offices, conference rooms, and cubicles while answering questions about everyday work and the management structure of such a large facility as the HP Pavilion. Mr. Mouradian then led members through the ground level of the arena floor, arena support facilities, and storage areas. Members were able to touch and experience the equipment used by the HP Pavilion for large scale events. Mr. Mouradian also explained the revenue model of HP Pavilion, a model that had heavy influences in sponsorship. This gave members a first-hand account of sponsorship at work, the same sponsorship that they had researched and worked for in Project Knockout assignments. After a final tour of several other minor entertainment facilities in the complex, including restaurants and a nightclub, members returned to the Presidential Conference Room for a question and answer period. Ultimately, this event was extremely informative for members and a significant step toward studying the sports entertainment industry. Mr. Mouradian also proposed a partnership working in the finance and marketing divisions of the HP Pavilion, cementing the prosperity of future Partnership with Business projects



Above: HP Pavilion tour conclusion with Johnny Mouradian.

PHASE FOUR

Although Phase Four has not been executed yet, it has already been planned. An appearance event, involving Mr. Puder and professional comedian Carlos Mencia is scheduled for implementation and will occur in late May. The project culmination is also being organized, the event in which the project chairs will present all finished tasks to Mr. Puder and officially conclude the project.

Implementation, cont'd

Carlos Mencia Show

Carlos Mencia is a professional comedian with a critically acclaimed and extremely popular show on the Comedy Central television channel called *Mind of Mencia*. Mr. Serrano, Mr. Puder's publicist, recently began a connection with Mr. Mencia. Mr. Mencia expressed interest in doing a fundraiser event in coordination with Mr. Puder. He and the Project Knockout executive team are currently in the planning stages for this event.

Project members researched Mr. Mencia and his comedy shows extensively. Furthermore, Project Knockout members conducted a survey of over two hundred students to ascertain the level of popularity of Mr. Mencia and event ticket prices. With this support information, project chairs made a presentation to the student body council for the Mencia Comedy Show event concept. The council agreed it would be a worthwhile venture, and have tentatively scheduled the event for May 18, 2007.

All proceeds will be going toward Mr. Puder's charity, Puder Strength Training. The charity will then contribute funds toward hiring a part-time professional weights trainer for the Homestead High School athletic program. In itself, this benefits Mr. Puder's stance on expanding general fitness and fitness education in the high school population, as well as benefiting the Puder Strength Training organization's professional image. All proceeds of the event that is left over from after establishing the weights training program will be given to the Homestead FBLA chapter. This doubly benefits the financially struggling chapter as well as promoting Mr. Puder's stance on improving education.

A committee has been created to continually plan for this event. Students, team members, and project chairs are greatly anticipating this event.

Project Culmination

A culmination is currently being planned for Project Knockout. This culmination event will take place on Homestead High School campus, with invitations sent to all Project Knockout members and Daniel Puder LLC liaisons. At this culmination event, Mr. Xu and Ms. Feng will present the results of the Project Knockout partnership to Daniel Puder LLC executives. Project members will be able to view their yearlong efforts and meet representatives of the elements of Daniel Puder LLC that they helped improve. Several speeches will be made by both project chairs and Mr. Puder himself. At the conclusion, Mr. Puder will present one of several forms of compensation to Project Knockout members for work completed, including a monetary donation to the March of Dimes organization, an affiliate of the Future Business Leaders of America, and a contribution to the Homestead FBLA chapter. Mr. Puder may also offer several internships to Project Knockout members, providing a further continuation of the project.

INVOLVEMENT FROM BUSINESS LEADERS

The contacts the project chairs received were advantageous to the partnership. Several business leaders were integral to the success of the project. These leaders devoted a large amount of their time to ensure that members were learning and

Implementation, cont'd

Project Knockout was running smoothly.

Mr. Puder was the professional most important to Project Knockout. He established the initial relationship with project chair Mr. Xu and continues to work with Project Knockout. He has conducted workshops; connected numerous other business professionals to the executive project team, met with project chairs on a constant basis, and developed new tasks for members.

The four associates of Mr. Puder that served as workshop presenters were also crucial to the project: Mr. Baker, Mr. Serrano, Mr. Jason, and Mr. Baker. These four people developed a professional working relationship with project members, and took time to create workshops that would be academically stimulating. Mr. Puder also introduced the executive project team to Ms. Westmoreland, the layout designer for Puder Magazine, and Kevin Shin, editor, were introduced to project members. Project coordinated with them to improve the general layout of Puder Magazine and create a contemporary yet professional template for upcoming issues of the magazine.

Mr. Puder also introduced the project chairs to Johnny Mouradian, who helped coordinate the HP Pavilion business tour.

In the realm of publicity, Erin Hussey, a local newspaper reporter, interviewed the project chairs for an article in the Cupertino Courier. The article endorsed Mr. Puder as fighter as well as Project Knockout.

Throughout the duration of the project, project members were able to network with a vast number of business professionals introduced by Mr. Puder. Each professional involved assisted the project using his or her unique abilities. The alliance with such a large pool of business professionals led to a more innovative project that greatly appealed to and educated members.

INVOLVEMENT FROM FUTURE BUSINESS LEADERS

Within Project Knockout itself, members stepped forward to serve on the executive project team. These members exhibited extraordinary leadership and were assigned to manage a group of forty members or more.

Mr. Sicheng and Mr. Pai worked together to represent Mr. Puder in the Puder-Baker Management Group assignment. Ms. Brubaker, Ms. Chu, and Ms. Srinivasan worked together to represent Mr. Buentello in this same assignment. They made joint decisions and relied on each other's experience and knowledge. Mr. Alcid served as the sponsorship head. In this position, he drew members from both groups, and worked with the entire team in general to advance sponsorship research efforts.

All members of the executive project team answered to project chairs Mr. Xu and Ms. Feng. They spearheaded the efforts of Project Knockout and made all relevant decisions. They met with Daniel Puder LLC executives and were integral to the success of the project.

Results

Project Knockout was an astounding success for all parties involved in the partnership. Project members gained invaluable leadership experience and professional knowledge in a unique approach to studying business. Members also gained special interest in the sports entertainment industry. The Project Knockout experience was helpful for members, and will continue to benefit them for the remainder of their academic and professional careers. On the opposite end of the partnership, Daniel Puder LLC gained a competitive edge in its business ventures through work completed by Project Knockout members.

SKILLS GAINED

The Partnership with Business project was specifically engineered to train participants to develop essential skills used in real-life. The skills acquired by project members during the partnership include but are not limited to:

- ▶ **Leadership:** Project chairs, as well as client heads, learned valuable management techniques after leading the eighty member Project Knockout group. Managing such a large group of students was a daunting task, but through the advice of business professionals and FBLA advisers, the executive project team expanded their genuine leadership abilities.
- ▶ **Communication:** A key trait to any business venture begins with effective communication. Members were put in work groups, which taught them essential team work skills. Through joint efforts in a collaborative atmosphere of work, members learned how to communicate successfully with other elements of Project Knockout.
- ▶ **Organization:** Project members gained organizational skills through the many assignments that were presented throughout Project Knockout. In order to complete these assignments on time, members learned how to set deadlines for themselves. This skill is crucial in both the academic world of the student and the professional world of the businessperson.
- ▶ **Diligence:** Project members were given a large work load during the course of the partnership. In order to meet the expectations of the executive project team, the most involved members developed an excellent and optimistic work ethic. These members continually worked on assignments and took the initiative to propose new ideas and improvements. Diligence is a key trait in good workers and leaders in the professional world.
- ▶ **Charisma:** Members gained charisma and self-confidence through work completed for Project Knockout, especially in the numerous interactions with business professionals through sponsorship research. Charisma is the precursor to leadership, thus Project Knockout secured a prime set of officer candidates for Homestead FBLA.
- ▶ **Genuine Interest:** Many members developed an interest in business as they gained experience through the real business environment. As members grew an enthusiastic attitude toward working with Daniel Puder LLC,

Results, cont'd

new possibilities in sports entertainment were revealed. Possible internships may be offered to several key members of Project Knockout to follow these interests.

IMPACT ON DANIEL PUDER LLC

The project was beneficial to the Daniel Puder LLC company. A series of tasks were given that improved the business operations of Mr. Puder's numerous ventures. Also, simply by working with Project Knockout, Mr. Puder improved his professional image as a supporter of education and youth.

Project chairs and client heads were actively involved in the launch process of Puder Magazine. With the creation of the advertisement database, Mr. Puder and his employees could easily identify interested advertisers. The success of this database can be seen in the fact that 100% of all advertisements in the first issue of Puder Magazine came from the advertisement database created by Mr. Xu and Mr. Ramchandani in the summer internship.

The business databases, both for advertisement in Puder Magazine and sponsorship for clients in Puder-Baker Management Group, were significant components of the partnership. Members created a database of regional businesses for these two ventures. Daniel Puder LLC representatives could then utilize the database to contact potential advertisers or sponsors and start a professional relationship. For the sponsorship database, members also researched sponsorship trends in an effort to pair clients to their most likely sponsors. This information in such an efficient form proved invaluable to Mr. Puder and his associates. Through this database, members helped Mr. Puder locate a sponsor in Adidas and appearance at the launch of a new Adidas location. The Adidas appearance was an ideal beginning to the task of finding suitable appearances for each client. Mr. Puder was enthusiastic about this appearance, however, he unfortunately had a previous contract preventing him from taking on Adidas as a sponsor.

Members had the opportunity to accumulate ideas of possible layouts and designs for future magazines. Mr. Puder and layout designer Ms. Westmoreland were able to work directly with members to create a professional, appealing layout for future magazine issues.

Daniel Puder LLC also had the opportunity to organize several appearance events and fundraisers in conjunction with Project Knockout, such as the proposed limousine fundraiser and the Carlos Mencia Comedy Show fundraiser. These events provide publicity for the company and the Puder-Baker Management Group clients.

Project members also critiqued publicity interviews for Puder-Baker Management Group clients. The project members were able to watch television broadcasts for Mr. Puder and discuss aspects he could have improved upon. Mr. Puder was able to receive another perspective, and members were able to

Results, cont'd

experience the critiquing process.

Mr. Puder benefited from the team's expertise in business subjects, technology fields, and hard work ethic. Through the course of the partnership, Mr. Puder gained a competitive advantage for Daniel Puder LLC.

IMPACT ON COMMUNITY

Project Knockout has had a powerful impact on the local community. Through the sponsorship research conducted for Puder-Baker Management Group and Puder Magazine, numerous businesses were contacted about improving the local sports entertainment industry landscape. Also, a new publication entered circulation in the local area. These two factors have improved the health of the economy in the regional area.

Mr. Puder also established a charity in his name, Puder Strength Training, as a part of Daniel Puder LLC. Through this charity, which Project Knockout partnered with, Mr. Puder wishes to promote fitness in youth through several key measures. The first of these is a training program that helps get high school students physically fit through sports. The program also builds upon team work and nutrition. A secondary purpose for Puder Strength Training was to assist talented students in underprivileged communities achieve their dreams of playing certain sports. With the rising cost of sports, Mr. Puder wishes to grant opportunities to those who deserve them. Mr. Puder has helped the community by donating equipment, training, and funds to Puder Strength Training. Established five years ago, the project has benefited a large group of young athletes in their endeavors. Moreover, Daniel Puder LLC works with a variety of other nonprofit organizations including Cops Care Cancer Foundation, Toys for Tots, and The Smile Train. Project Knockout has connected with this organization and has provided interested members the opportunity to volunteer with Puder Strength Training, thus improving the local community.



"Amber and Shawn have done a remarkable job of holding up Homestead's banner of excellence in the Partnership with Business project."

-Corey Reese, mentor

IMPACT ON HOMESTEAD HIGH SCHOOL FBLA

The members of the Project Knockout gained valuable skills that will be useful in real life experiences. The project was open to all 197 members of Homestead FBLA, of which a group of over eighty members participated, more than forty percent. The project strategically presented a variety of opportunities for members, including informative workshops and real world business experience. This enabled members to develop necessary leadership skills. Designed to further promote interest in business, the project proved to be a success. By working with Project Knockout, members expanded their knowledge.

Members were exposed to a series of workshops that were incredibly informative. With the knowledge gained, members worked over six hundred and fifty hours to produce a sponsorship database, marketing presentations, evaluations, and other given tasks. Each of these tasks was engineered to develop and enhance the skills of the individuals involved in the project. For example the sponsorship database entailed members contacting sponsors and, thus, cultivating public relations skills.

Results, cont'd

The marketing presentation was quite a large assignment promoting Mr. Puder as a fighter. Additionally, the presentation helped the team by increasing awareness marketing and promotional strategies. Members were involved in the production and promotion of Mr. Puder's first issue of Puder Magazine. After the first publication, members contributed to the magazine by providing feedback on the design and the layout. Communication skills were gradually built, and simultaneously, camaraderie formed among the members when they began working closely to achieve common goals. Finally, interest in the sports entertainment business was increased.

In a specific program through Puder Strength Training, Mr. Puder plans on contributing to Homestead High School's fitness program. Mr. Puder proposed that professional comedian Carlos Mencia present a comedy show fundraiser at Homestead High School. The executive project team agreed to the event, and have tentatively scheduled it for May 18, 2007. A majority of the proceeds will go toward hiring a professional weights trainer for the fitness program. The trainer would benefit the athletics department including, but not limited to, physical education classes and after school sports. The remaining proceeds would go towards Homestead's financially struggling FBLA chapter. This large-scale event is still in the developmental stage, but if executed successfully, the Homestead High School community would be extremely positively impacted.

All the members of Project Knockout benefited from the partnership with Mr. Puder. The project was able to significantly impact Homestead FBLA. Gaining a perspective of the real business world, expanding business knowledge, and cultivating public relations skills were among the plethora of contributions Project Knockout had to offer. The project successfully fulfilled the nine FBLA goals, developing each member as a business professional, FBLA member, and finally, as a scholar. The opportunities the project had to offer were invaluable and essential to becoming a business leader.

Degree of Involvement

HOURS SPENT

Throughout the entire project, members worked tirelessly to improve Daniel Puder LLC ventures. Members attended numerous project meetings, executive meetings with Mr. Puder and his associates, informative workshops, and other events. At these meetings, members contributed to discussion. They spent countless hours for individual assignments, both short term and long term. In total, the project team spent an incredible six hundred and fifty-two hours from Phases Zero to Three, an impressive feat for a year-long project.

COMMUNICATION WITHIN PROJECT KNOCKOUT

Project chairs Mr. Xu and Ms. Feng held regular meetings with Mr. Puder and his associates. They met with Mr. Puder at least once every three weeks, where they discussed new developments and opportunities to explore. The project chairs were also constantly in contact with these professionals through email and phone.

The executive project team also met regularly to organize Project Knockout events. This team utilized email, phone, and instant messaging to maintain communication and held open discussion meetings at Ms. Feng's residence. Through this meetings, high levels of organization were upheld.

The project team itself held meetings every Wednesday during Homestead's tutorial break. The school offers what it calls a "tutorial break" every Tuesday through Friday. This is a thirty minute session where students get to work on schoolwork. Mr. Xu and Ms. Feng led these meetings, discussing upcoming items in Project Knockout and received member feedback on new ideas. Mr. Puder occasionally came to these meetings to motivate the team. The executive project team also stayed in contact with members through email, which members were required by contract to regularly check, and phone.

The following is a list of business professionals involved in Project Knockout:

Daniel Puder
Owner, Daniel Puder LLC

Robert Baker
Partner, Puder-Baker Management Group

Paul Buentello
MMA Athlete, StrikeForce, UFC

Johnny Mouradian
General Manager, San Jose Stealth, HP Pavilion

Corey Reese
Campus Associate, Alsop-Louie Partners

Mario Serrano
Publicist, Daniel Puder LLC

David Hoady¹
Partner, Puder-Hoady Entertainment Management

Kevin Shin
Editor, Puder Magazine

Erin Hussey
Reporter, The Cupertino Courier

Tiffany Westmoreland
Layout Designer, Puder Magazine

David A. Lara
Director of Business Development, Wine and Roses Limousine Services

Jacqueline Orrell Ramseyer
Senior Staff Photographer, Silicon Valley Community Newspapers

Derek Jason
Photographer, Derek Jason Photography

¹Previous of partner of Daniel Puder, Puder-Hoady Entertainment Management is not an existing business.

Evidence of Publicity



"Project Knockout truly offered numerous Homestead FBLA members concrete, invaluable, and unique opportunities to develop their own business interests and abilities."

-Charles Liu, member, chapter President

A prominent aspect of the entertainment industry is publicity. Project Knockout members learned about the basics of publicity from a number of sources in the partnership, such as the workshop with Mr. Serrano. Project members implemented these basic skills in publicity to generate awareness for both Project Knockout and Daniel Puder LLC through a number of media channels. This section directly focuses upon the publicity efforts geared toward the Project Knockout partnership.

Publications

Project Knockout received major sources of publicity from several publications. The project received publicity from Puder Magazine, a publication produced by Puder that covers regional trends for both male and female interests. In the first issue of Puder Magazine, Project Knockout was the feature article and occupied a two page spread. The article described FBLA, the general purpose of a partnership with business project, and the inner workings of Project Knockout. (Appendix B)

In terms of newspaper publications, Mr. Xu and Ms. Feng were contacted by reporter Ms. Hussey of a top local newspaper, *The Cupertino Courier*. Project Knockout was figured prominently in the main article of the January 10th, 2007 issue. The focus of this article was Mr. Puder and his rising popularity, but Project Knockout was also given a great deal of exposure. According to the *Silicon Valley Community Newspapers* website, Project Knockout reached an average of 50,700 readers with this issue. (Appendix B)

Project Knockout was displayed in each issue of the *Homestead Horizon*, the official Homestead FBLA newsletter. Project Knockout had regular update summary articles of the current Partnership with Business project in these issues. Each *Homestead Horizon* newsletters reached the entirety of the Homestead FBLA chapter, which currently has 197 members. A copy of the *Homestead Horizon* articles for Project Knockout can be found in Appendix B.

Letters

Project Knockout chairs sent 19 letters to government officials, businesses, and related publications. These letters detailed the Project Knockout partnership and its effect on members and the regional area. Project chairs are awaiting replies.

Presentations

Project Knockout made numerous presentations throughout the course of the year. Every two weeks, during general Homestead FBLA meetings, project chairs gave short updates about the project to general chapter members and in doing so, Project Knockout publicized itself to the general student populace of Homestead High School.

Project Knockout also held thirty minute meetings with project members every Wednesday. During these meetings, project chairs publicized Project Knockout to about forty members every meeting.

Project Knockout chairs were also introduced to Sunnyvale Mayor Otto Lee at the

Evidence of Publicity, cont'd

Homestead FBLA Community Service Project culmination. A presentation of Project Knockout was subsequently made to Mr. Lee and several members of his cabinet, thereby generating publicity.

Web Publicity

Project Knockout was publicized on Homestead FBLA's primary website¹. This website had a separate page dedicated to the Partnership with Business project². This page described partnership goals and contained a summary of Project Knockout. This page generated a large amount of publicity for Project Knockout, as it was open to all 197 Homestead FBLA members looking for general FBLA information.

Partnership with Business 2006-2007

Amber Feng, PwB Chair

The Partnership with Business (PwB) project is still going strong. As mentioned in the previous issue of the Homestead Horizon, this year's project is partnered with Daniel Puder LLC, run by local athlete Daniel Puder. Unlike past years' technology based businesses, this year project chairs Shawn Xu and Amber Feng have decided to take a different route -- the entertainment industry. To refresh your memory, Puder's ventures include Puder Magazine, his debut publication that has spread all over the Bay area, a fitness charity for kids called Puder Strength Training, and most prominently his sports agency: Puder-Baker Entertainment Group. This project has had a number of successes in the past few months.

Members helped research a sponsorship database, complete with mailing addresses for the magazines to be mailed to. In addition, Homestead students were also involved in Puder's new calendar line. A small portion of the team was designated with the task of creating Puder's mar-

keting plan, a presentation given to businesses interested in sponsoring a certain athlete. The team also helped produce business plans and contracts for the clients after several extensive workshops. These workshops, covering the subjects of contract law, business plan, and even photography, were very informative and taught members the basics of each career field.

All of the team's hard work and dedication did not go unrewarded. A social at the HP Pavilion San Jose Stealth versus Calgary Roughnecks lacrosse game was organized for some of the most active members on the team, and a tour of the HP Pavilion is currently being arranged. Also in the works is a comedy show fundraiser with professional comedian Carlos Mencia, from Comedy Central, scheduled for late May.

Currently, Shawn Xu and Amber Feng are drafting the PwB written report and training their third speaker, Aria Srinivasan, for the highly anticipated state conference in April.

Above: An article published in the Homestead Horizon, the official chapter newsletter. (Volume 7, Issue 3)

¹<http://www.hhsfbla.com/beta>

²<http://www.hhsfbla.com/beta/index.php?page=pwb>

Appendix A

Letter of Engagement

<p>September 4, 2006</p> <p>Daniel Puder Owner Daniel Puder LLC</p> <p>Dear Daniel Puder,</p> <p>Homestead High School FBLA is deeply grateful for the opportunity Daniel Puder LLC has offered to the 2006-2007 Partnership with Business Project. We are looking forward to working with you and your team on this exciting project. We have a strong team of students and our team's various talents, extensive resources, your network of sports/entertainment contacts, and our industry experience, we are confident that this project will run smoothly and be beneficial to both parties. This letter of engagement summarizes the responsibilities of both the Homestead PwB team and Daniel Puder LLC, as well as illustrating a tentative timeline.</p> <p>Basis for Partnership</p> <p>Daniel Puder has asked the Homestead PwB team to help improve the ventures of Daniel Puder LLC, specifically to launch his new sports agency and publication, Puder-Saker Management Group and Puder Magazine respectively. The specifics of the partnership entails the Homestead PwB team working with actual clients, advising them on multiple aspects of the entertainment industry, and developing a successful marketing campaign for Puder Magazine.</p> <p>Tasks and Deliverables</p> <ul style="list-style-type: none"> Observe the launch of Puder-Saker Management Group <ul style="list-style-type: none"> Design a company logo Formulate a business plan Meet with Puder-Saker Management Group clients regularly to review progress and current requests and/or suggestions Create a database of possible sponsorships <ul style="list-style-type: none"> Research sponsorship requirements and contact information Reach information with the appropriate client Research up on sponsorship information and arrange meetings Generate press releases for Puder-Saker Management Group clients <ul style="list-style-type: none"> Prepare marketing presentations for individual clients Research and schedule appearances Organize press releases as necessary Formulate a business plan for each client to follow Review and write contracts for clients Follow up the launch of Puder Magazine and assist in the marketing program of Puder Magazine <p>Key Assumptions</p> <ul style="list-style-type: none"> The Homestead PwB team will have at any one time a maximum of two clients other than Daniel Puder 	<p style="text-align: center;">Letter of Engagement Daniel Puder LLC</p> <p>The partnership will be divided up into four main stages, with the project ending in a culmination event and a project analysis. The stages are as follows:</p> <ul style="list-style-type: none"> Stage I -- October 2006 <ul style="list-style-type: none"> Initiate Puder-Saker Management Group, creating a company logo and branding, contract, and interview clients Begin research and arrange appearances/press releases for clients Stage II -- December 2006 <ul style="list-style-type: none"> Develop a database of possible sponsorships Conduct research and arrange appearances/press releases for clients Write business plan for Puder-Saker Management Group Prepare marketing presentations for each individual client Stage III -- February 2007 <ul style="list-style-type: none"> Follow up on sponsorship research database and schedule meetings Hold a business tour of a sports entertainment facility for members Combine researching and arranging appearances/press releases for clients Stage IV -- April 2007 <ul style="list-style-type: none"> Follow up on sponsorship research database and schedule meetings Finish arranging appearances/press releases for clients Review and analyze project Culmination event <p>Engagement Resources</p> <ul style="list-style-type: none"> The Homestead PwB team will conduct meetings, client sessions, and relevant work in campus classrooms Daniel Puder will serve as the chief liaison between the Homestead PwB team and Puder-Saker Management Group Daniel Puder will provide contacts and mentors for the project <p>The Homestead PwB team is eager to partner with Puder-Saker Management Group to make this a meaningful and productive year for all parties involved.</p> <p>Sincerely,</p> <p style="text-align: right;">Homestead FBLA PwB Team Daniel Puder LLC</p>
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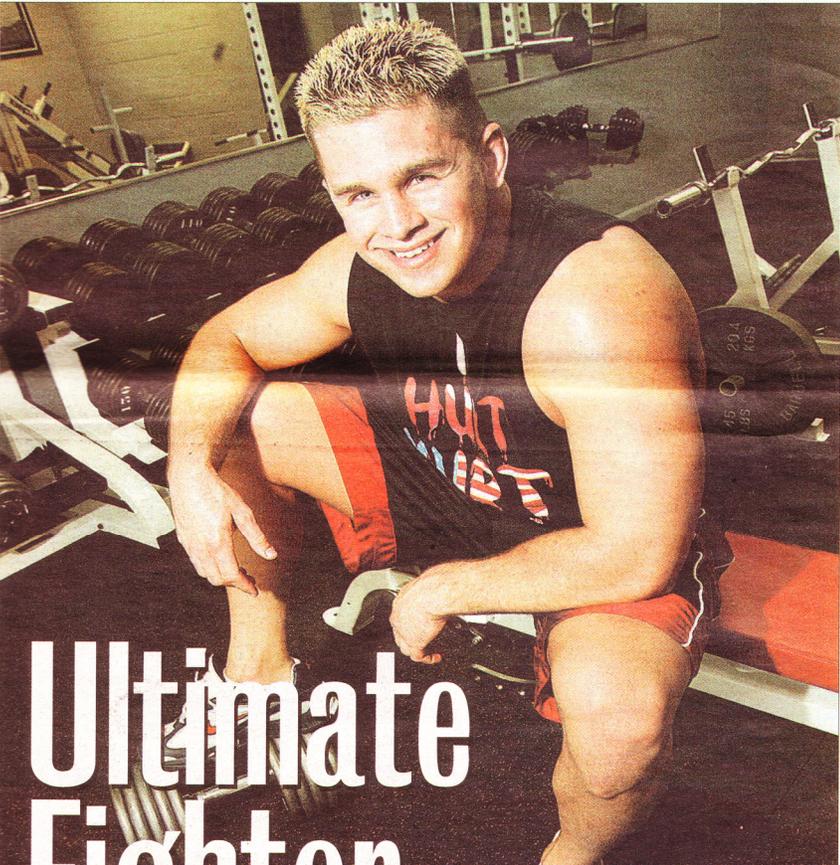
Appendix B

The Cupertino Courier Article

 **Cupertino**
COURIER

Volume 60, Number 2 • January 10, 2007 • Cupertino, CA • Est. 1947 • www.cupertino Courier.com

Top Student: High schooler from Cupertino is honored with national recognition 23



Ultimate Fighter

Photograph by Jeannette Ramseyer

This year Puder is also working with Homestead High School's Future Business Leaders of America Partnership in Business project. The project, which is co-chaired by Homestead juniors Shaw Xu and Amber Feng, is run like a sports agency. With the help of some of Puder's professional team, the 50-member student group is in charge of booking appearances, signing new sponsors and writing contracts for Puder and three other mixed martial arts (MMA) fighters.

"He really didn't like his previous agent because he was paying him a lot of money and the agent wasn't doing anything. He

believed we could do a better job," Shawsaid.

This is the first time the Homestead FB LA has worked with someone from the entertainment business. "In the recent past we've always worked with startup companies and technology groups, but this type of experience helps with anything. Even if we don't like entertainment, we're learning how to manage people."

The group is also learning how to give constructive feedback on a number of Puder's business endeavors, such as the recently started *Puder Magazine*, a dual men/women publication that is "tough enough for a man, but intelligent enough for a woman."

With all the time Puder dedicates to his nonprofit work and business projects, it's hard to believe he has time for anything else, let alone the intense training MMA requires.

"I train five to six days a week, two to

Appendix B, cont'd

Puder Magazine Article

Homestead Highschool Future Business Leaders of America (FBLA)

Sixteen-year old Shawn Xu points his finger at Dan Puder and asks, "Well, what can you do for me?" Puder's reply: Provide fifty high school students on inside look at the entertainment industry.

This year, Homestead High School's Future Business Leaders of America is partnering with the Future Business Leaders of America to engineer an innovative sports agency under Puder's name. After failing to achieve sufficient publicity with his last agent, Puder decided to take things into his own hands. In early August 2006, Puder approached Homestead FBLA students, Shawn Xu and Amber Yang about their interest in starting a business. Puder saw immediate potential for collaboration, as they are currently the chairs of the Partnership with Business Project, a sector of Homestead High School's FBLA chapter.

The Future Business Leaders of America (FBLA) is the largest inter-run business organization in the United States. With over 100 chapters in 48 states nationwide, FBLA provides high school students with professional business experience and training. Students participate in business competitions in a wide range of disciplines including: Technology, public speaking, marketing, economics, and entrepreneurship. Founded fifty years ago, with its first chapter in Johnson City, Tennessee, FBLA currently counts over thirteen thousand chapters in the United States and is headquartered in Reston, Virginia.

Homestead High School's FBLA program has been a leading chapter at the local, state, and national level for several years. In 2005, the chapter claimed its eighth consecutive California State Championship earlier this year in Irvine, California. Homestead High School FBLA has also been the number one chapter in the nation for the past two years.

Over the past two years, Homestead FBLA has garnered success from over 160 outstanding members, and is led by its 17 dedicated student officers. Each officer has his or her own unique responsibilities in order to help Homestead FBLA continue to grow and thrive. Puder's advisor, club teacher, Byron Lee, the chief advisor for Homestead FBLA, and two newer advisors, Edmond Kwong and Graeme Logie,

For several years, the focus of the Homestead program has been on its three chapter-wide projects: American Enterprise (AE), Community Service (CS), and Partnership with Business (PwB). The PwB Project aims to partner students with local business owners and professionals. In the past year, with the students learning about professional business and the mentor business by receiving help from a pool of student resources. This year, Daniel Puder is teaming up with Homestead FBLA officers Xu and Feng to pioneer the 2006-2007 PwB Project.

The Partnership with Business Project has excelled in recent years, with each of the past four projects qualifying to attend the National Leadership Conference. In past years, the PwB project has even given presentations on behalf of other companies to the VC Angel Roundtable, a venture capital industry organization. Last year's project was a success, as the project was able to partner with Homestead Technologies Inc. to conduct market research in preparation for the company's launch of a new line of consumer appliances. The project was a foray into the real business world for students, giving Wang and Alcid hands-on experience in the industry.

Homestead High School's PwB project was 2nd Place award at the California State Leadership Conference. In gratitude of the quality work and professional attitude of the students that worked on the project, Homestead Technologies awarded Homestead FBLA with one hundred dollars of the March of Dimes. Founded PwB projects do not receive any monetary awards.

What makes the Homestead PwB projects so successful is the mentoring system of project alumni. Xu, the one leading member of the previous year's project, will receive assistance from PwB Project alumni. Wang and Alcid will continue to be part of the project. Wang will continue to include past business experiences in keeping professional relations with companies, and provide a framework for the organization of the project. Part of Wang's success with his PwB project was his ability to control the direction of the members, ensuring that the project was completed on time.

For this year's project with Dan Puder's new sports agency, PwB Officers Xu and Feng will lead a group of more than fifty students to manage four

WORKING WITH OUR YOUTH

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Appendix C

Sample Member Contract

<p align="center">Member Contract</p> <p>Dear prospective members,</p> <p>The Homestead 2006-2007 FwB team and Puder Management is lucky to have such a dedicated group of students that are willing to set aside time for what will undoubtedly be a rewarding albeit challenging partnership. However, due to the importance of the tasks being given to each individual member, it is important for each member to understand and consent to the guidelines of the partnership in order for all of us to succeed.</p> <p>Member Guidelines and Expectations:</p> <p>Assignments</p> <ol style="list-style-type: none"> Members are expected to complete in full all assignments and/or tasks that they have agreed to be responsible for Members are expected to complete assignments within the time frame that they are due, respecting deadlines and the work of other members. Members who are confused about assignments and tasks are expected to settle the confusion by either asking a project chair or committee head. <p>Deadlines</p> <ol style="list-style-type: none"> Late work is NOT acceptable, as this simulation with Puder Management is a real-life simulation If an emergency situation arises and work cannot be completed in time, members are expected to notify the project Chairs and all relevant members involved in the task as soon as possible so that a solution can be worked out. <p>Contact</p> <ol style="list-style-type: none"> The very nature of this year's partnership requires members to be open and in frequent contact with officers and other members of the FwB team Members are encouraged to exchange contact information with other members over the course of the project. Members are expected to check their emails frequently so that they are up to date on the project. <p>Conduct</p> <ol style="list-style-type: none"> Members are encouraged to conduct in a professional manner to clients as well as towards project members themselves. Members are encouraged to note down all instances of work done and hours taken to complete that work; members will receive FBLA club points as well as project points toward the third presentation speaker. <p>Dismissal</p> <ol style="list-style-type: none"> Project Chairs have the right to dismiss project members from the project if they do not follow the guidelines mentioned above Project Committee Heads can refer a dismissal from the project <p>I, <u>Brian Bayyammil</u>, understand and agree to the terms aforementioned.</p> <p><u>Brian Bayyammil</u> Member name (please print)</p> <p><u>Brian Bayyammil</u> Member Signature</p>	<p align="center">PwB Project Preliminary Survey</p> <p>Work Topics</p> <ul style="list-style-type: none"> Business Plan Creation Marketing Mix Creation Presentation Skills Contract Creation and Review Website Design Publicity Work Sponsorship Work <p>Name: <u>Brian Bayyammil</u> Phone: <u>(650) 965-2074</u> Graduating Year: <u>2008</u> Email: <u>bbyyammil@gmail.com</u></p> <p>Classes Taken that Pertain to the Project: <u>Intro to Business</u></p> <p>Topics you are already good at: <u>Business Plan Creation</u></p> <p>Topics you would like to learn about this year: <u>Presentation skills, Website Design, Publicity work, and Sponsorship</u></p> <p>Topics you would not ever want to do: <u>None, I'd like to try them all</u></p> <p>Technology Experience (Check all those that apply)</p> <table border="0"> <tr> <td><input checked="" type="checkbox"/> Word</td> <td><input type="checkbox"/> Javascript</td> </tr> <tr> <td><input checked="" type="checkbox"/> Powerpoint</td> <td><input type="checkbox"/> HTML/CSS</td> </tr> <tr> <td><input checked="" type="checkbox"/> Excel</td> <td><input type="checkbox"/> Flash</td> </tr> <tr> <td><input type="checkbox"/> Photoshop</td> <td><input type="checkbox"/> Dreamweaver/Frontpage</td> </tr> <tr> <td><input type="checkbox"/> InDesign</td> <td></td> </tr> </table> <p>Comments: <u>None</u></p>	<input checked="" type="checkbox"/> Word	<input type="checkbox"/> Javascript	<input checked="" type="checkbox"/> Powerpoint	<input type="checkbox"/> HTML/CSS	<input checked="" type="checkbox"/> Excel	<input type="checkbox"/> Flash	<input type="checkbox"/> Photoshop	<input type="checkbox"/> Dreamweaver/Frontpage	<input type="checkbox"/> InDesign	
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Appendix D

Sample Letter (Evidence of Publicity)

Shawn Xu, Amber Feng
Project Knockout
21370 Homestead Road
Cupertino, CA 95014
February 13, 2007

Governor Arnold Schwarzenegger
State Capitol Building
Sacramento, CA 95814

Dear Governor Schwarzenegger,

My name is Shawn Xu. Along with my co-chair, Amber Feng, we represent a project at Homestead High School's Future Business Leaders of America chapter called Partnership with Business. Future Business Leaders of America, or FBLA, is an educational organization that focuses on teaching high school students about business and giving them leadership experience. One of the major projects of FBLA is Partnership with Business. In this project, project chairs form a student team dedicated to working with a local business for one full year. A reciprocal relationship forms, as the students gain real-world leadership experience while the business benefits from a diverse pool of students' strengths and skills. Amber and I, as the Homestead Partnership with Business chairs, chose to partner with Daniel Puder LLC for this year's project, christening it Project Knockout.

The central focus of Daniel Puder LLC is to manage the various business ventures of Daniel Puder. Puder is a professional athlete in the sport of the Mixed Martial Arts, or MMA. Over the past several years, Puder has become a celebrity in the Bay Area working as a MMA athlete in the Strikeforce Fighting Championship. Primarily, Puder makes a living presenting live-fights in an arena venue as well as on television. Although traditionally based in the entertainment industry, Puder has branched out into many different enterprises in order to promote himself. Puder entered the publication industry this year with the launch of a local periodical called Puder Magazine and the creation of a calendar line. Although Puder's main occupation is one that involves aggression, he actually very kind and generous: donating his time to the community by working with charities, even creating one focused on fitness called Puder Strength Training. Project Knockout's task is to help Puder in these business endeavors.

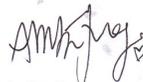
Thus far, Project Knockout has had astounding success. In the most prominent part of Project Knockout, we act as an auxiliary sports agency for Puder, charged with booking appearances, signing new sponsors, and writing contracts for Puder and three of his associates. Project Knockout members have completed sponsorship databases, worked on marketing presentations, created business plans, written publication articles, organized magazine advertisements, and have even given Puder interview feedback. In return, Puder has come through on his part. Students have enjoyed five fantastic workshops; encompassing a diverse array of subjects from photography to contract law. Students' work was also rewarded with a social at the San Jose Stealth vs. Calgary Roughnecks lacrosse game. Finally, a business tour of the famous HP Pavilion Arena is being planned in conjunction with Puder.

Project Knockout has given the many members of Homestead FBLA a unique learning experience. Members have learned curriculum that teachers simply cannot teach in classrooms. Amber and I would like to hear your reaction to our efforts, and for Project Knockout to be given formal recognition. Thank you for your time and consideration; we hope to hear your comments or feedback.

Sincerely,



Shawn Xu
Chair, Project Knockout



Amber Feng
Co-chair, Project Knockout

Project Knockout

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