AgEI Semester Inc.
Spring 2016
JoKir’s Wild – Internship Project Summary

(Please see attachment ISU Marketing Plan to get details of what JoKir’s Wild hopes to accomplish with the next semesters students)

Due to the size of the summer 2016 project with JoKir’s Wild, we believe two students would be helpful and we could divide the tasks of the project in two categories.

1. Cy-Burger Media Coordinator
   - Researching & developing a program to poll students and staff at the University to get ideas for a new flavor of burger. (ie. *Pizza burger*-beef, pepperoni, cheese or *Hawaiian burger*-beef, pineapple, bacon).
   - Develop a program where students and staff can vote (between a couple of flavor ideas that we narrow it down to).
   - Research and contact appropriate media personal to cover what is going on with the burger (ie. newspapers & radio)
   - Create a blitz program for face book.
   - Create a campaign for our web site. Build a page and add to web site. www.jokirswild.com

2. Cy-Burger Ambassador
   - Work with culinary department, if possible, to get the exact portions for each burger (create the recipe so to speak).
   - Coordinate with ISU Trademark & Licensing department on the progress with the Cyclone burger.
   - Research and compile a catalog of contacts for marketing the burger (ie. head of concessions, head of cafeteria dining on campus).
   - Research and compile a catalog of ISU sponsors who need to be contacted about selling the Cy-Burger (ie. grocery stores, restaurants).

If possible, I would like both students involved in the Site Visits to both JoKir’s Wild and Lewright Meats (the state inspected locker where our processing is done). Both students would, of course, get back ground details of the complete business to get a better understanding of the project.