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4/18/14

MC 4001

Speech Writing

Purpose: At a career fair in the Roswell, Georgia area local businesses are invited to attend, bring brag boards of their businesses and talk with potential employees. The companies or businesses with the most job opportunities are allowed to give a short five to ten minute presentations at an open forum. These speeches are to give people a better understanding of your business and allow the businesses to reach a larger audience. After each business gives their speech there will be a brief 10-15 minute question and answer period. The following speech is for Jerome Stuart to give on behalf of Culinary Concepts’ latest restaurant venture 90 Degrees West that will be opening in the Roswell area later this year.

Introduction: How many of you have been to the Gulf Coast on vacation? Just a show of hands is necessary. Now think back on those vacations and the wonderful memories you made with friends and family. Most likely some of those memories were made at your favorite local restaurant or bar that you visited. Instead of a show of hands, can somebody shout out some of those local favorites? All of the places you all just told me are what 90 Degrees West is going to be all about. We want to provide people the best form of food, drinks and entertainment inspired by the Gulf Coast. The catch is, it’s all right here in our customer’s backyard. No more longing for you favorite tropical drink, it’s right around the corner. Don’t have the time or patience to make the eight-hour car ride to Louisiana for a cup of gumbo or a fresh shrimp poboy? No need to worry, 90 Degrees West has you covered!

First main point: This leads me to my first point that truly embodies 90 Degrees West’s main purpose. We want to provide people the opportunity to enjoy a vacation to the Gulf Coast anytime of the year; it’s what we like to call a staycation. In the new reality of economic times, not everybody can afford to go on vacations like they used to. So our goal is to give everyone a weekly staycation. Give them a taste of their favorite coastal destination in their own backyard. To make this idea come to life and be truly successful every aspect of the restaurant must be authentic. For you as employees we expect you to treat each and every customer that walks through our doors as if they have walked into a Resort Hotel at their favorite Gulf Coast destination. This includes making them feel at home and giving them the chance to forget the stress of day-to-day life. With this being said we are looking for upbeat and outgoing individuals who have a passion for entertaining others, making them feel comfortable and who are seeking the opportunity to provide a service that is totally unique.

Second main point: With that being said, this leads me to my second main point. 90 Degrees West strives to be an authentic, unique and unforgettable experience that excites its customers and always leaves them wanting more. There is a philosophy in the restaurant world that we like to call the third place. It is a phrase coined by Ray Oldenburg, a sociology professor at Florida State University. The basic concept is that the first place is home, the second place is work and the third place was town centers or town halls before the suburbanization of society. Now third places tend to be places like Starbucks, bars, restaurants and bookstores. Oldenburg considers the third place essential to the growth of democracy and community. The third place allows people to put aside their concerns and simply enjoy the company and conversation around them. The reason why this is so important is because as human beings we need to interact with other humans other than family and coworkers to fulfill a sense of wholeness. Your job at 90 degrees west is to make people feel totally at home and comfortable to the point that they crave our restaurant as their third place.

Third main point: With that being said, as your potential boss I want 90 Degrees West to feel like a home away from home. Work doesn’t have to be a place that you dread, and I definitely do not want any of my employees to ever feel that way. One of my main goals I would like to see my employees set for themselves is to connect with customers. Connecting with customers allows you to not only get a bigger tip, but it also fulfills the sociological need that Oldenburg describes that individuals crave. Working in the service industry can be a blessing or a curse. We have such a unique opportunity at 90 Degrees West to allow our customers to venture away from their day-to-day lives, why not venture with them? As your potential boss I promise to do the same. I hope that we can create a working environment at 90 Degrees West that is fast-pace, fun loving and adventure worthy. There are many benefits of working at 90 Degrees West. I hope that after today one of the main benefits you have realized is your ability to leave a positive impact on someone’s life.

Conclusion: 90 Degrees West can be your home away from home. It can be your workcation if you allow it to be. I am so excited for this opportunity to share the splendor and individuality of the Gulf Coast culture with the world, and I hope you consider joining us on this journey. Thank you.