

ASSIGNMENT

Write a letter in which you have to say no or give negative news.

1) Make up your own situation. It should be based on actual facts and you must get it okayed by me.

OR

2) Choose one of the cases below. Again make up addresses, dates, and names when necessary. **Don't copy the wording of the cases.**

A. You are the owner of a large sporting goods store. For the past seven years, you have been a major sponsor of a 10K race held annually in your town. You have donated \$1,000 worth of running shoes, stop watches and other equipment as prizes and have paid for about \$1,000 worth of advertising. This year the race's organizers have confidently approached you for your usual contributions.

You want to help. The 10K is an enjoyable activity for a lot of people in the community, both spectators and participants. It includes special runs and walks for children, the disabled, and the "out-of-shape," thus encouraging them to start exercising. It is good for the town's business because it attracts runners from all over the Midwest. Also, being a major sponsor is great advertisement for your store!

However, your business is not in its usual good shape financially. A large national chain store has come to town and is undercutting your prices. You have to spend every spare dollar on advertising to stay afloat.

You can donate \$500 for trophies and a program advertisement, but that's the best you can do. Explain the situation to the 10K coordinators without sounding like you are whining. Convey your sincere desire to help.

B. Today you must deal with the most difficult situation you have faced since you became a small business owner five years ago. As owner and manager of Bea's Day Care Center, you must write a letter to Drs. Jane and Harvey Spencer explaining that they must remove their three-year-old son Leon from Bea's. If he is thwarted in any way by a teacher or another child, Leon throws screaming temper tantrums and sometimes becomes aggressive. During his three months at your day care center, he has kicked a teacher and bitten and hit seven other children. He also starts food fights during lunchtime and likes to put gooey snacks like iced cupcakes in other children's chairs before they sit down. Several parents have announced their intentions of taking their children out of your day care center unless Leon goes.