The Black History Month
Multicultural Heroes Hall of Fame
Case Competition
Passing the Torch of Justice

The Eli Broad College of Business
Multicultural Business Programs
2014 Case Competition
Wednesday, February 19, 2014
6 PM-8 PM
N130 North Business College Complex

In the Multicultural Heroes Hall of Fame Case Competition each team will have no more than 10 minutes to make their case. A team must have three MSU registered undergraduate students. The winning team will receive a $2,000 total prize. Team applications are due on Wednesday, January 15, 2014, 4 PM. This will give each team one month to prepare for the case competition. Teams must send one representative to an orientation meeting on Friday, January 18, 2014 at 3 PM. All team members are required to attend a dress rehearsal on Sunday, February 16, 2014 in the afternoon.

The final round of the Case Competition will be held on Wednesday, February 19, 2014 at 6:00PM in N130 Business College Complex before a panel of judges.

Our goal is to create an educational program that honors heroes from various cultures who epitomize Dr. Martin Luther King’s dream of a nation where “…his children will not be judged by the color of their skin but by the content of their character.” We have developed an educational case competition that focuses on improving student knowledge of Black History Month and multicultural leaders who have had a significant impact on the world. This program will also help promote diversity and multiculturalism. It will help develop professional presentation skills, case competition skills for undergraduates, and promote a sense of cultural efficacy for all people.

Anne Samuel Crain
Competition Chair

For Office Use: Date_________________ Time_________________ Received by_________________
YOUR TEAM COULD WIN $2,000.00 IN TOTAL PRIZE MONEY!

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Competition Eligibility & Important Dates
- All students must be enrolled during the Spring 2014 semester.
- The competition is only open to MSU undergraduate students.
- MSU undergraduates of all majors are welcome to participate.
- Two copies of the completed application must be received by Wednesday, January 15, 2014, 4 PM.
- The team must send one representative to a mandatory orientation on Friday, January 17, 2014, 4 PM.
- Your team will be informed of which hero you will present at the orientation meeting.
- All team members must participate in a mandatory dress rehearsal on Sunday, February 16, 2014, 1:30 PM.
- All team members are required to participate in the competition on Wednesday, February 19, 2014, 6 PM.

The Program
The emcee of the competition will set the tone for the program and its relationship to Dr. Martin Luther King, Jr. and Black History Month. Our emcee will talk about how Black History is American History and how the struggles for freedom, dignity and human rights are a universal struggle. We truly believe that Black History is about all of us; our program will bring multicultural heroes alive for the audience to experience and will educate them as well. The emcee will then facilitate the case competition.

The Process
Utilizing the principles of a case competition, each team of three students will be asked to:
- Give a biographical overview of one of the heroes listed
- Relate how that person has carried and passed the torch of justice
- Describe how that person has contributed to the struggle for human rights
- Explain the relationship between this person and Dr. Martin Luther King, Jr.
- Ultimately make a case for why this person should be inducted into our Black History Month Multicultural Heroes Hall of Fame

For more information or questions please contact:
Anne Samuel Crain, Competition Chair
Multicultural Business Programs
Michigan State University
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E-mail: crainann@msu.edu Phone: (517) 353-3524
Multicultural Heroes Hall of Fame

In 12 years, the Multicultural Heroes Hall of Fame Case Competition has inducted 13 heroes into the Multicultural Heroes Hall of Fame. Over 300 students have participated in the competition and over $29,000 in prizes have been awarded. These are the heroes who have been inducted:

2008 Inductee: Corrie Ten Boom
Winning Team: Lawrenca Atakora, Steven L. Couch, Precious Paul

2009 Inductee: Lucretia Mott
Winning Team: Rebecca Farnum, Sarah Pomeroy, Evan Stewart

2010 Inductee: Steven Biko
Winning Team: Kashif Bhatti, Dominique Cobb, Sara Colunga

2011 Inductee: Malcolm X
Winning Team: Jalen Garrett, Cameron Sullivan, DeAngelo Taylor

2012 Inductee: Paul Robeson
Winning Team: Elyse Hoekstra, Ting Ting Ni, Deepa Varghese

2013 Inductee: Susan B. Anthony
Winning Team: Christina Cafagna, Sarah McCarthy, Pallavi Vadapalli
The Black History Month
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Team Proposal Application

Select three heroes from this list and rank them 1-3 in order of your preference:
- Rev. Fred Shuttlesworth
- W.E.B. DuBois
- Cesar Chavez
- Esther Ross
- Tecumseh
- Archbishop Desmond Tutu
- Coretta Scott King
- Abraham Lincoln
- John Brown
- Rosa Parks
- George Washington Carver
- Dr. Charles Drew
- Marcus Garvey
- Ronald McNair
- Sitting Bull
- Eleanor Roosevelt
- Thurgood Marshall
- Dietrich Bonhoeffer
- Elie Wiesel
- Huey P. Newton
- Frederick Douglass
- William G. Anderson
- Elizabeth Cady Stanton
- Sojourner Truth
- Ella Baker

If your team is selected for the competition, you will be notified at the orientation meeting as to which hero you will present.

Please provide a brief description as to why your team entered this competition (other than financial). What does your team expect to gain from being in this competition? What does your team expect to contribute to this competition?

Essay: Please write an essay on one of the heroes you selected. Please describe the importance of this hero’s character and achievements to society and how he/she epitomizes Dr. Martin Luther King’s dream of a nation where “his children will not be judged by the color of their skin but by the content of their character.” Please limit your essay to 250 words or less and double-space your essay.

All proposals will be for 10-minute presentations that will be made at the competition on February 19, 2014 at 6:00PM in N130 Business College Complex. Please attach your description and essay on a separate sheet.

Coordinating Presenter (All presenters must be enrolled MSU students. It is the responsibility of the coordinating presenter to communicate with all participants concerning the status of the program.)

Name: ___________________________ PID: ___________________________
Address: ___________________________ City: ___________________________ State: ___ Zip: _____________
Cell: ___________________________ E-Mail: ___________________________
Team Name: ___________________________

As the coordinating presenter, I attest that I am a current MSU student. I have communicated with all co-presenters, and they have agreed to present in this program, if accepted. All co-presenters understand that they must be currently enrolled MSU students.

Signature: ___________________________ Date: ___________________________

Co-presenters:

Name: ___________________________ Name: ___________________________
PID: ___________________________ PID: ___________________________
Cell: ___________________________ Cell: ___________________________
E-mail: ___________________________ E-mail: ___________________________

Equipment Needed (Note: LCD Projector and screen will be provided by the competition. You may provide your own equipment)

______ DVD _______ Other: ___________________________

For full consideration, proposals must be turned in by 4 PM, Wednesday, January 15, 2014.

Return two (2) copies of your proposal to:
Anne Samuel Crain
Multicultural Business Programs
Michigan State University
415 Eppley, East Lansing, MI 48824-1221
E-mail: crainann@msu.edu Phone: (517) 353-3524 Fax: (517) 355-0970

For Office Use: Date________________ Time_________________ Received by___________________________