

*Professional Writing*

**HANNAH  
NOWAK**

# WURSTKUCHE

*Operations Guide*

# ***WURSTKÜCHE OPERATIONS***

May 17, 2018  
Property Of Wurstküche Restaurants

# Wurstküche Employee Handbook

## OUR PURPOSE

### WE HELP PEOPLE FALL IN LOVE ♥

With each other, with coworkers, family, friends, and life. It's our job to help facilitate first crushes, new relationships and celebration. Guests are coming here for birthdays, anniversaries, graduations, and engagements. They are coming to celebrate some of the best moments of their lives. They entrust us with this and that's significant! Whatever your job title may be, by being an ambassador of love you play a critical role in creating an experience that brings our guests together and keeps them coming back.

## OUR FUNCTION

At Wurstküche our model is simple and our standards are high, we serve Sausage, Beer, and an Experience\*. We strive to deliver those flawlessly everyday to every guest. Simple as that may sound it takes discipline and talent. Each member of the staff is a vital part of the Wurstküche experience & community. Your performance, attitude, and training are invaluable components of how effectively our team works together to deliver the highest level of hospitality.

## OUR PRINCIPALS

### BELIEVE IN THE BASICS

Company wide we focus on executing the BASICS in everything we do. They provide the foundation for every experience.

**EXCELLENCE**

**FOCUS**

**ACCURACY**

**PRESENTATION**

**GENUINE HOSPITALITY**

\*You're right- we also sell Belgian fries, soda and ice cream sandwiches!!!

# BE EXCELLENT

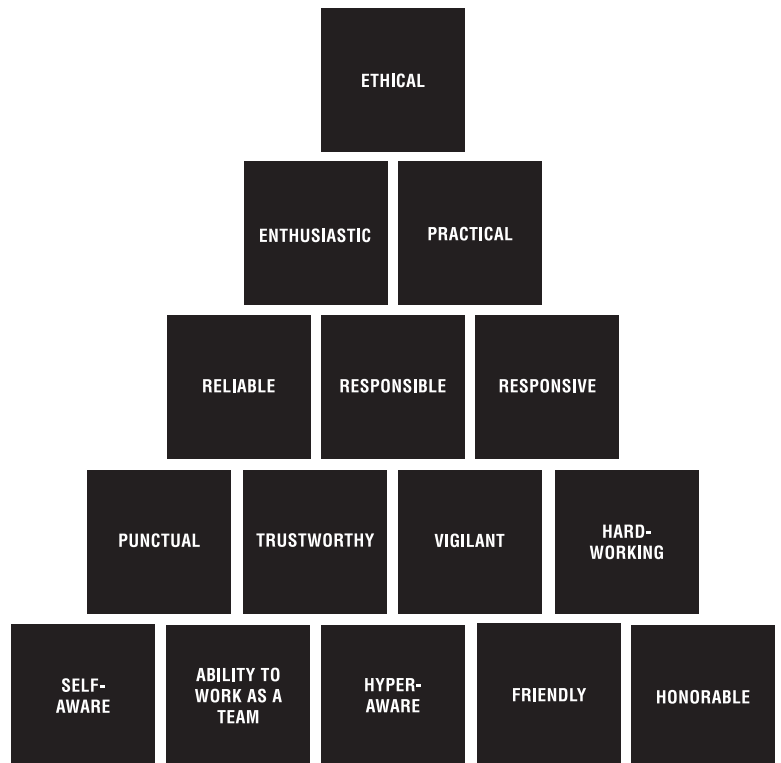
## EVERYDAY IS INTERVIEW DAY

An important key to the success of Wurstküche is having the right dynamic of staff members that possess specific positive characteristics. When you are at work, you should be in your best form. Your attitude, drive, and skills are very important factors for your personal success.

Professionalism and passion are expected. Whatever you're tasked with, aim to be the best there is. Learn everything there is to know about your position, constantly strive to improve your skills, and master your craft; you will earn respect amongst employees, managers and guests. Showing up to work merely to do an average job is unacceptable. We want you to enjoy your work, and do it with pride, passion, and gusto. Do things the right way- even when no one is looking.



**QUALITIES & CHARACTERISTICS THAT WE WILL NOT EMPLOY**



**QUALITIES & CHARACTERISTICS THAT WE LOOK FOR IN EMPLOYEES ON THEIR FIRST DAY & EVERY DAY THEREAFTER**

# ACCURACY

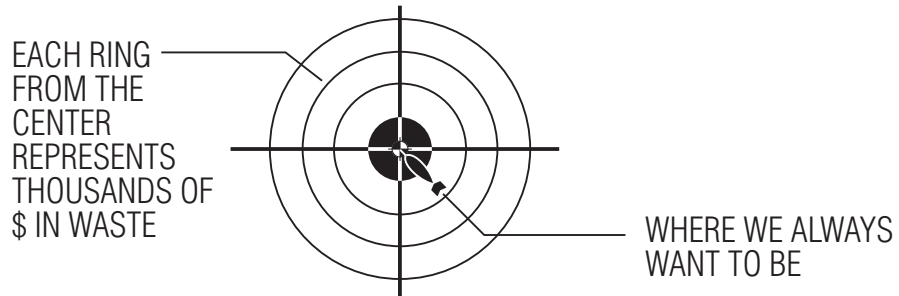
WASTE IS COSTLY AND ACCURACY REDUCES WASTE

FOR EVERY  WASTED, SPOILED OR GIVEN AWAY...  
WE MUST SELL    JUST TO RECOUPE THE COST.

FOR EVERY  WASTED, SPILLED OR GIVEN AWAY...  
WE MUST SELL    JUST TO RECOUPE THE COST.



## THE POUR ACCURACY BULLSEYE MEASURES OUR STORES' BEER WASTE {EACH PERIOD}



LET'S WORK TO ALWAYS KEEP OUR POUR ACCURACY ON THE MARK

\$\$\$\$\$\$\$\$ FOAM DOWN THE DRAIN IS MONEY DOWN THE DRAIN \$\$\$\$\$\$\$\$

# GRADUATION SPEECH

*Iovine & Young Academy  
Class of 2020*

The previous cohorts had world renowned speakers and icons like Dr. Dre, Jimmy Lovine, and Will.i.am. You are all lucky enough to have me which means I am now in that same caliber and will be offering autographs after my speech.

If I'm going to be candid with you all, The Academy is a strange place. I guarantee it's the only school where you can find an absinthe experience pioneer, a pilot, and a puppeteer. Not to be dramatic, but our cohort makes up at least half of the employees at Facebook and Google- I'm sure of it. Elliot is doing an Ironman, Harry is running a successful protein powder corporation, Luca is a famous musician in places like Japan, and Pedro-well, we all know he's doing something successfully, wherever he is. Speaking of Pedro- he only speaks in quotes and metaphors. In one of our classes I asked Pedro what time it was. He put a hand on my shoulder and looked me dead in the eyes and said, "It doesn't matter, Hannah. One of the only known constants in life is change. Time is always changing." It wasn't super helpful in the moment- and as much as I hate to admit it- he was right.

I think this past year serves as an example of how change forces us to adopt and adapt no matter how much we resist. We can all seek comfort in knowing that change is always there- always in effect. We are ignorant if we discount change agents or reject new ideologies and processes. If change breeds innovation, then we are the experts. That's what our diplomas say at least.

The Academy was designed for us to use change to our advantage, so that we can create cutting-edge futures that allow us to do something that is truly engaging and ever-lasting. There's a term I was taught in Founder's Dilemma called homophily. It's the tendency for individuals to gravitate towards those that are similar to themselves.



We were taught that the only way to be successful is to overcome homophily, as it's necessary to have perspectives and ideas that differ from your own. The Academy took twenty-nine people from varied backgrounds and have vastly different interests, talents, and goals, and brought us together. The one thing we have in common is that we've been thrown into the most unpredictable situation and we have persevered. When we applied to The Academy, not a single student had graduated yet. We had no idea if the program would be successful, but when The Academy took a chance on us, we took a chance back. Together, we jumped into the unknown with no guarantee that it would work out. We became the change.

There's an aura of prestige that comes with The Academy name, so there's an assumption that we are supposed to be these magnificent makers, crafty creatives, and fire-starters. But that's not the real purpose or mission of the Academy. It's about carving your own path. Being different. Being *you*. For me, the degree was in resilience— redemption. I was forced to reimagine my future and I stand before you better for it. I refer to myself as swiss-army knife, multi-hyphenate creative, because I can't be defined by one title. The majority of us don't fit neatly into a box. I am the person I am today because of how your perspectives, ideas, and skills have influenced me. I've learned just as much from struggling and navigating through this uncharted territory with you all, as I have in our classes.

I want to say thank you to the Academy for believing in me when I couldn't believe in myself. Thank you to my family for supporting me when I lost my footing. And thank you to my other family— my cohort— for being beside me while I found my own path. I'm so proud of each of you, and these past years of growing and struggling through the same experience while on wildly different journeys have been transformative.

You've pushed me to be better and you've taught me so much, just by being yourselves. I couldn't image sharing these four years with any other group of people. This may not be what a traditional graduation looks like, but we've been taught to adapt. Our college experience has been unlike anyone else's, but I wouldn't have it any other way. If you take anything from these past four years of school and a year in lockdown, it's that you will survive that pivot in life– whatever it may be. You will forge your own way. You don't have to do something big to do something great. We get to define what our future looks like. We are the ones that are not confined by titles or careers. The Academy was literally designed for people that don't conform to the mold or do things traditionally. Not fitting in is celebrated within the Academy– it's what it's founded on. Our individuality is our superpower, so celebrate your pivots, your failures, and your individuality for they will serve you later. We have endured and overcome. We are resilient. We are the Class of 2020.

# NETWORKING

*Medium Opinion Sample*

# NETWORKING EVENTS ARE BULLSHIT AND ALSO MANDATORY

Congratulations you have a 3.9  
GPA, interned at Deloitte, and  
hate yourself. Now what?

BY HANNAH NOWAK

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The red-haired recruiter in her pin-striped business ensemble lights up as she begins her presentation on the background of the world-renowned company she works for. Clutching my false enthusiasm and my gold-foiled, embossed business cards, I giggle to myself out of spite. It's humorous of her to think that not every single person, donned in movement-restricting business formal attire, hasn't already researched the company, and the recruiter herself. A few turn to glower at me— it doesn't bother me much because I'm used to it. I showed up disheveled, earning judgmental glares and stares. My once perfectly curled bob was now matted down, as I had to run through the rain to make it on time. It doesn't bother me that they stare, because these aren't the people that will invest in me, bail me out, or care to help when I need it. The people who aren't glowering or trying to leverage themselves against the rest— those that really care about meeting and enjoying the company of others— are the ones that will be there. With this realization, I excuse myself from the gaudy, velvet drapery framing the windows, the instant coffee I poured myself to fill time, and the stick-on name tags that read "Business Administration Student". I leave in fear that I'll become as monotonous as the recruiter's speech echoing through the banquet hall. It's the same speech that I've heard a million times, just reskinned with whatever company it was for. I was spending my only free hour of the day pretending to care about something I don't and acting like I'm someone I'm not. I don't want to be like any of those prospective applicants; they will go to every networking event just to end up stationed at the copy machine. There has to be another way, I tell myself. I push open the exit door and wade through the puddles in a hurry. I hear the door behind me, and my future at that company, click shut.

I'm tired of showing up to these events, that feel disingenuous and unhelpful, just so I can get ahead. It's just bullshit. All of it.

At what point did I find trekking out in the pouring rain to small talk

disguised as an information session worth it? Did it originate from my mom raising me on the motto “a conversation is better than a later frustration”? Or did it come from my excessive need to do what it takes to be successful? Professional authenticity is found in spontaneity and relationships built on mutual interests. Networking events for students looking for careers or internships, for the most part, do nothing to support this. Instead, they serve as the only way to get ahead. They are the resource to add another line to a cover letter, a contact to a cold-email, and a way to set attendees apart from those who both missed the event. It makes an already ruthless process of applying to jobs and internships infinitely more stressful. It creates doubt of whether or not you have talked to enough people— or even the right people. So you end up talking to everyone, about anything— but leave with nothing of value. I’m not interested in collecting emails or business cards, I want to collect knowledge. I want to have stirring conversations with interesting people. I want to harvest these interactions without any self-serving motive. That’s what these events are supposed to be about. Instead, they are fragrantly held together with covert snakiness and cufflinks. And yet, I continue to go, because I know that it’s the only way to be on a level playing field with other candidates.

I can’t stand the fact that I’m essentially required to show up to information sessions and networking events, just to “check in” online to show that I’m there. Yet, every event ends the same— I didn’t talk to anyone, I wasn’t engaged, and I frankly heard nothing I didn’t already know. I went just to say I was there. I read a few name tags, made forgettable small talk, and complimented someone on their blazer. I loathe the process, yet know that at the end of the day it actually does make a difference. In reality, I’m just shaking hands, exchanging contact info, and having the most tedious, surface-level conversations. It feels wholly unethical and superficial. I am not there for any other reason than that I am guided by my own ulterior motives.

I feel like I'm amongst a pack of hungry wolves— fighting over the last piece of meat. It brings out the worst in me— a hunger, a thirst to come out on top. These events are “everyman for themselves” scenarios; everyone wants

**I think there is a point to be made about quantity vs. quality of interactions. Recruiters have to network with hundreds of students, which waters down the quality of each individual conversation.**

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something and would do anything to achieve it. They social climb their way through networking events, stepping on top of and talking over any other aspiring candidate. Is this what the professional world is truly like? How could I possibly thrive in an environment when I'm working with people I'm only familiar with due to surface-level, elevator run-ins? Will a bit of my creativity and talent be lost if I am constantly competing with my co-workers just to climb the ladder? I feel like in at these events, every self-serving thought or comment is wrapped in an innocuous smile.

Networking events aren't where you go to learn or build relationships. It's more like the pledging process of a fraternity where you are required to do stupid things just because the pledge class before you, and before them, had to do it too. I crave organic relationships so that I can absorb feedback from people I trust and collaborate with co-workers I connect with. This process of fraudulent relationship building is one that negates genuine curiosity and interest in the job. It's a stepping stone on the self-centered path to success— it's one that you can't skip or avoid. In order to get to the next checkpoint, you have to prove

**It's total bullshit.**

- Jacob Rose,

USC Student, and Veteran Networking Event Attendee

that you made it past that first step. You went to the pointless networking event, you showed up despite the rain, you cared enough.

I am a designer; I am not a “Business Administration Student”, consultant, or future CEO. Yet, I am required to go through the same bone-crushing and mind-numbing process just to be regarded as equal. To even be allowed to apply for some companies, I have to attend these events to “connect” with recruiters and executives so they can get to know me in an “informal situation”. A networking event that’s truly an “informal situation” would simultaneously be the most comical and refreshing event to take place since the start of Saturday Night Live. But that’s entirely the point— these business people with their matching tie and money clips want to see me sweat in my thrift shop blazer. They want to see if I can hold my own amongst a sea of skinny tie-adorned networking event veterans. They love to see if I can answer impossible prompts just to see how I approach problems. They purposely make me wait in the lobby before my interview to see if I’ll interact with the receptionist, or if I’ll seek comfort in my phone. The truth is, my interview didn’t start when I shook hands with the interviewer. It didn’t even start when I walked through those doors— it started when I attended that first information session.

I recently had a phone call with the woman in both the position and company that I ultimately want to end up at. She confirmed to me that these networking events are “entirely pointless, but part of the process. You go only to show face, and once you leave, you’re confused with what to do with the twenty-four business cards for people you can’t even remember speaking to”. I’ve spent my last three years of college attending every talk, workshop, and tour related to my career and life interests for no other reason than to nourish my soul and enrich my mind. Yet, the only thing that would actually put me above other candidates is if I would be willing to mindlessly mingle with a group of people that didn’t want to talk about my passions. They only want to know my credentials. And there it is, laid blatantly before me— everything that I am is thus reduced down to a 3.5” by 2.0” piece of textured paper.



I spend more time and energy attending events to get a shot at an interview, than I do preparing for the interviews themselves. I'm exhausted speaking to people who are only listening to me so that they know when it's their turn to talk. It boils down to the fact that companies are making students, who should be on the path to their professional careers, jump through hoops. What makes it harder is that we are willing to jump through these hoops. Maybe I crave genuine connection, or maybe I just fear competition. Either way, it's a cut throat, monotonous process masked by a fake smile, small talk, and a couple designer ties. It's bullshit, and I'm sick of it.



# SENIOR THESIS

*Abstract & Outline*

# DESIGNING A LITERAL EMOTIONAL ROLLERCOASTER.

*Born at the intersection of neuroscience, physics, and psychology, I am developing a "rollercoaster" meant to alter emotions.*

An idea designed by Hannah Nowak  
(with the help of an amazing team of experts)

## ABSTRACT

### The Question

Could a scientific understanding of emotion influence ride design?

### The Long-term Goal

Create a ride or attraction based on brainwave data, so that the design optimizes the guests' experience at an emotional and neurological level.

### The Challenge

Rides and attractions promote excitement, but can their level of happiness has never been measured. There has been no research done thus far to determine how and which aspects of a ride affect a guest's emotional experience. If it could be tracked, a new type of design would emerge so that a track would reflect elements that trigger brainwave activity connected to emotions at exactly the right moments, optimizing the experience.

As part of our academic study we are also addressing the Millennial population and how mental health affects them. As studies of shown, Millennials are the most depressed generation, and also have a six second attention span. Our targeted audience is forced to focus on a trial and error method to achieve results, rather than finding something that is scientifically designed specifically for them. Coincidentally, they also are the largest demographic to visit theme parks, clocking in at 48%. Rides

and attractions offer an immersive experience that could retain their attention and relieve stress. Could there be a more precise way to reach them, making their experience all the more enjoyable?

## **IN ADDITION, FOR ACADEMIA,**

*We've chosen to focus on Millennials as our demographic for research purposes.*

### Our Blank Space Audience

Themed Entertainment rides could help treat the rise of mental health issues plaguing Millennials. Inversely, emotion can dictate a more deliberate type of ride design.

Psychiatry and mental health diagnoses are not based on science, but rather empirical evidence. Currently, if you go to get a consultation to determine if you have a mental health disorder, rather than taking having a numerical threshold that definitively measures certain levels, you are asked a series of questions that are either dictated by the DSM-5 (the industry standard for diagnosing mental disorders) or by a questionnaire.

## **PLAYTESTING**

### Our Plan

Since current treatment options aren't backed by science, we knew ours had to be. By using a portable EEG device, we developed an experiment that would measure brainwave activity over the course of a ride to determine what areas of the brain and brainwaves were targeted in correlation to different sections of the ride. We took this data into our MatLab code to translate our data into a visualization for a deeper understanding of what exactly we were seeing. Based on this information we will analyze the data, and create a design for a ride based on the results.

## **THE REPRISE**

## Laying the Groundwork

Our overall goal was to bridge the gap between neuroscience and psychology to quantify emotion in a way that can result in tangible data points that can be measured, charted, and analyzed to create an experience.

## What We've Done So Far

I've gathered a team of insightful, knowledgeable students and experienced advisors to help me begin testing my idea. We've meticulously sourced the most solid equipment accessible to us to substantiate our research. Furthermore, we have applied for IRB approval through USC's institutional review board to conduct an ethical, honest, and accredited experiment that will legitimize our findings.

## What Needs to be Done

Once we receive approval, we need to test our protocol to see if it can actually inform the ride. We have preliminary data to support our claims through VR technology, but need to test it in real life. Once this data has been collected and analyzed, we hope to get creditable insights that determine the nature and design of the ride. We are also hoping to publish our findings in a research journal.

## The Conclusion

This project was born as I began to wonder if the experience of rides, and ride design itself, could go above and beyond, and be modified to better sustain the magical feeling of fun and excitement, by ways of actually producing a feeling of happiness in the brain.

The industry focuses on designing for safety codes and functionality, rather than rides based on the science of happiness and feeling. They focus on the overall feeling, but no one has yet dove into what is causing that feeling. We've set out on a mission to do exactly that— what has never been done before.

# BOOK COVERAGE

*Beetle & the Hollowbones*

Throughout my undergraduate experience, there was little time to read for pleasure. With a triple major in three vastly different subject areas and a minor in theme park design, my time was limited. It wasn't until I started in Books Development at Nickelodeon Animation that I got to opportunity to read again. My time with the Books team was spent reading stories, analyzing everything from plot and structure to character development, and then summarizing them to determine if they could be converted into an animated series or feature. I was forced to critique when a story fell short, celebrate where it was ingenious, and then craft how it could be improved.

My job compelled me to broaden my literary catalogue by reading inclusive and diverse tales. These stories removed me from the monotony of everyday life and distanced me from homophily. I was exposed to so many different writing styles, viewpoints, and genres that forced me to navigate uncomfortable territory. I was inspired by stories I wouldn't have otherwise chosen and gleaned entirely new perspectives. Still, when my work sent me an advanced readers' copy of *Beetle and the Hollowbones* by Aliza Layne to analyze, I was hesitant to turn the first page. While I gravitate primarily to young adult murder mystery and dark academia style novels over traditional coming of age and graphic novels, this story tore my assumptions of storytelling to shreds. Prior to working at Nickelodeon, I would've never picked up a LGBTQ+ graphic novel. Nonetheless, I was mesmerized; it was unlike anything I had ever read. It's poetic without being pretentious, and fun without feeling silly. The

graphic novel has a childlike sophistication that pairs innocent imagination with illustration.

In *Beetle and the Hollowbones*, Layne tells the story of Beetle, a homeschooled goblin that despises her magic because she believes it's all just potions and medicine and not *real* sorcery. Beetle befriends a mute poltergeist named Blob Ghost (BG), who cannot leave their home– the local mall. BG is tethered there by a dark power, so Beetle hatches a plan to free BG using her weak goblin magic.

Everything changes when Beetle's former best friend, Kat Hollowbone, returns to town to apprentice under her aunt, Marla. Although Beetle and Kat start to mend their friendship and confess their feelings for each other, Marla still tries to intervene. Marla is an evil sorceress who tries to manipulate Kat's power, with the hope of demolishing the mall before BG can escape. Beetle is forced to grow her powers to free BG and save Kat from her aunt before it's too late. With the help of her grandmother, Beetle overpowers Marla and conquers her own insecurities.

This is a beautifully comedic, fantastical story about building meaningful relationships and one's own confidence. Written in a "spooky-cute" tone, the narrative and dialogue provide nuggets of fun, while raising the stakes. Beetle is faced with plights that are dramatic and dark, but she tackles them head-on with humor. This dichotomy lessens the "scary" aspect, by offering slight thrills with silly approaches.



The tale of an outcast, underdog that overcomes their biggest obstacle isn't a new one, but Layne offers a fresh perspective.

Beetle is a strong-willed, hopeful protagonist with a pure heart. She isn't glorified as a selfless savior archetypal character, and she's not damned from the start. Though Beetle's a goblin, her character feels authentically human. Beetle's personality shines with her grittiness. She doesn't have a glamorous type of magic and isn't some beautiful witch. Beetle's a green goblin with a ghost as a best friend.

Blob Ghost is a lost soul haunting a mall with the cuddliness factor of Pikachu or Pascal from *Tangled*. Without ever uttering a single word, BG adds texture and lightness to the story. The bond between Beetle and BG offers a sentimental quality that is revealed the more the plot develops.

Kat Hollowbone seems like the type of overachiever that any teenage girl would envy but is instead humble and authentic. The reveal that Kat isn't quite as perfect as Beetle perceived highlights that neither girl has it figured out, regardless of how they portray themselves. Both characters have genuine and thorough identities that represent a wider range of young girls. Their connection offers an honest and holistic depiction of a LGBTQ+ relationship bound first by friendship. The focus is on how they can grow as individuals, rather than how their relationship defines them. This distinction brings the power of the narrative back to the girls.

My only real critique would be that some aspects feel underdeveloped. I chalk this up to the breadth of the graphic novel. The story could've been stronger if Layne had explored what the broader world looks like, what the terms of the magic are, and what rules might tie this story together. There's an opportunity to expand upon the adventures that Beetle, Blob Ghost, and Kat embark on from an episodic perspective.

This playful, phantasmagorical graphic novel is full of illustrious magic and fierceness. Even though the story has mythical elements woven in, it still tackles real feats any middle schooler might face— and then some. The reader witnesses the trials and triumph of Beetle, as she candidly finds out who she is. It's optimistic, but not idealistic. Layne took special care when crafting the characters' identities, weaving in more independent feminine characters to create a troupe of anti-stereotypical protagonists and diverse plot points that easily pass the Bechdel test. It's fun, heartwarming, and digestible, while normalizing and exposing young readers to the LGBTQ+ community through graphic imagery and captions. This was so subtle that it strengthened the core theme, rather than detracting from the overall narrative. It's relatable, but not every kid is going to see themselves in this story. This story is not for them— it's for the one kid that has never seen themselves represented in a story. It might not be the next modern classic, but it's a story that needs to be told.

*Thanks for viewing!*

**HANNAH  
NOWAK**