



**Invitational Collegiate
Challenge
March 25-26, 2026**

Presented by



Finals Scenario

Prospect: Brown Transportation

Weblinks: <https://www.browntransportation.com/>

<https://www.youtube.com/@browntransportationaggrega4414>

You impressed Marty Brown, L. Dale Brown's oldest son and executive vice president of Brown Transportation. While both Marty and his younger brother (Matthew) largely run the daily operations at Brown, they have both told you that any long-term deal with Love's will have to get their father's approval.

Marty set-up a meeting with Dale Brown. Brown was driving semi-tractor/trailers before he graduated from high school while working for his family's trucking company in eastern Oklahoma. Dale has been delegating more responsibility to his children over the past five years, but he is still actively involved in the company.

In your meeting with Marty, you were able to show him how bundling products and service would save Brown a significant amount of money and overcome Pilot Flying J's promise to beat Love's fuel prices by one (1) cent per gallon. Marty cautioned you that Dale would be skeptical of such claims because the product bundling commitments you made were based on variable costs that are often difficult to forecast. However, you were sure that you could convince Dale that your plan would be beneficial to Love's in the long-term.

You were feeling confident about your ability to close this deal when less than five minutes before your meeting, your colleague Todd Wilson called you and said there was an accident at SpeedCo at Love's Travel Stop # 604 in Guthrie, Oklahoma involving one of Brown's Trucks. Todd didn't have any details yet, but he wanted you to be prepared for the worst.