

The Profit of a Mysterious Stranger  
(Ode to Mark Twain)

One evening, Captain Buc' stopped by No-Beard Walsh's cabana and brought along a mysterious stranger. Captain Buc, an infamous ocean man, decided that the time had come to expand his personal horizons by being a bit more cultural with inlanders; so he signed up to house an Appalachian boy. The only problem was that with Captain Buc's thick pirate slang tongue, the boy could never understand when he was being called. Eventually the boy told Captain Buc to call him Lil Cub, which stood for Carolina Un-urbane Boy. No-Beard Walsh was extremely happy with his friends visit. "Captain Buc", No-Beard Walsh said in a sad tone, "I thought my Jolly Roger Shades would be the hot seller in this sunny coastal area but they have been nothing of the such. Either the rare jewels that outline the frames are too bling or no one needs to protect their eyes from pesky parrots now a days." Captain Buc replied, "RRR sorry der matie, I dont know how to help you." But then from the shadows, Lil Cub spoke up saying, "Treasure hunting is a big business in the mountains. My great grandfather, Blackbeard who is known all over the Carolinas, transported all of his treasure to the mountains and buried it randomly on our mountain property. Today, people from all over pay to mine our property in hopes of striking it rich with Blackbeard's treasure." No-Beard Walsh was so ecstatic, shouting "Son of Sailor! I love it. Buried treasure. You are brilliant. I will build a fence that encloses two sides of my cabana, and to save costs I will use the ocean, which runs parallel to the short side of my cabana, as a border. And lets see, if the dimensions of my cabana are 120 ft by 195 ft and the fenced in area for my property is 54000 yd<sup>2</sup>, not including the area of the cabana, that means I need a total \*@#!% feet of fencing!" Captain Buc responded, "Are you being possessed with a wicked pirate tongue or are you keeping us in suspense by not revealing how much fencing you need?"

<b>Max &amp; Min Grading Rubric</b>	Points
Correct diagram of the No-Beard Walsh's property, include (with dimensions of each) at least the cabana, ocean, and fence	1
Determine the least amount of fencing needed	3
Create a pricing structure, $P$ , for No-Beard Walsh that encourages groups to visit his treasure filled property. Include all labels and parameters.	3
Explain, from a business perspective, why No-Beard Walsh would believe that your pricing structure is the most applicable and prosperous for his business.	1
Based on your pricing structure, create a revenue function, $R$ , for No-Beard Walsh	3
Graph $R$ . Include all labels. Highlight the maximum money No-Beard Walsh earns from a single group.	3
Name the business for No-Beard Walsh and explain why your title works best	1
Use 1-7 to create a pamphlet that serves as a business proposal for No-Beard Walsh. Attach all scrap work separately	5