

John Deere/ Ohio State University Mentor Program

DBDB Consulting

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Introduction

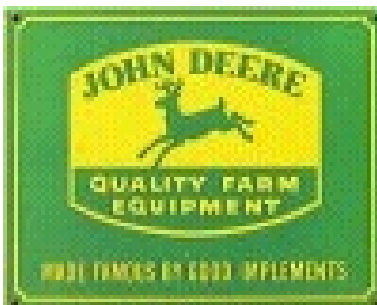
DBDB Consulting is a service production firm that focuses on the design and manufacturing of all types of printed products for whatever requirement needs met. This company tends to the needs of local businesses, clubs, interest groups, and the general public. These groups come to the company with a general idea of what they want and the company designs a rough draft. The team of associates brainstorms to gather a pool of ideas that supports the ideas of the client. Once the client reviews and revises the draft the design team corrects the proposal and then produces the final draft to the quantity desired by the client.

By using the latest form of computer software, this company is able to be competitive in this industry. They produce a quality product that lives up to many printing and publishing standards. The reputation of the company has earned them many well-known prestigious accounts. The most recent project the company has finished is a brochure for The Ohio State University and John Deere Mentor program.

The DBDB Consulting firm has designed an attractive brochure for the John Deere Company. This brochure has been designed for the use of The Ohio State University and the John Deere Company to help interest students in a mentor type position in a John Deere Dealership. DBDB Consulting was asked to have this job completed in a twenty-day period, which is no problem for this company. The company is used to having a finished product in a client's hand in ten to twenty days on a regular basis.

The Project at hand

DBDB consulting firm chose this project because they are interested in the program between The Ohio State University and John Deere Company. This is a good way to help agricultural students at the university get experience in the agricultural industry. It was an interesting subject and a creative procedure was done to make the final output attractive and full of life. The project was set up to be attentive to detail and make it eye appealing to the targeted groups. The main groups at focus are students in the major of Agricultural Construction & Systems Management and John Deere Dealerships. The brochure is suppose to take the dealership mentors program and make it attractive to both groups. The product acts like the center point in making the students and dealership managers realize they need each other to become a learning team. The brochure should suggest points why each party will benefit from each other's dedication. The thought of combining the recent knowledge of the students and the experience of dealerships would produce extremely qualified individuals. The critical part of this venture is the communication process between John Deere dealerships and Ohio State University Agricultural and Construction Systems Management students. The purpose of the product is this communication link between the two groups. Each group will see the qualifications and benefits that the mentor program will provide.



Procedures and Coordination

Many specific steps and brainstorming sessions were undertaken in the development of this informative brochure. Through these steps the product could be made into a useful communication tool. The process was coordinated in such a way the information flowed easily. The first step was deciding on the John Deere mentor program topic. Once this was in our court, information about the program had to be gathered. The group had to get an understanding of the whole purpose of relating The Ohio State University and John Deere Dealerships. The next step was looking at other universities that have already implemented this type of program. The John Deere Company as a whole had to be examined to understand their mission as an organization and how they would like their dealers to conduct business with customers and employees. The other universities that have this type of mentor program already established with John Deere had many guidelines that our group felt necessary for Ohio State to imitate. The biggest issues are convincing dealerships in the Ohio area why they should employ student interns and convincing ACSM majors at Ohio State how the program could benefit them. The brochure acts like an informative tool that enables both the employer and the employee to see each other's benefits. With this communication going on between the employer and the employee a number of potential problems are averted. This also helps to create and maintain unity throughout the process.

After all the information was compiled it was time to start constructing the brochure. Using the program Microsoft Publisher a brochure format was constructed. The first part of the construction procedure was to develop an eye-catching cover page. It had to contain the title of the program and a memorable phrase. The readers' eyes had to

link John Deere with The Ohio State University. Opening up the tri-fold brochure the reader would find a section describing the purpose of the program. The rest of the brochure text was divided up into different sections and contained key points. Many of the colorful pictures were obtained off John Deere's and The Ohio State University's web page. There were a couple of pictures that were scanned from an existing pamphlet and incorporated into this brochure. The brochure became an attractive information product with all the quality components arranged in a desirable sequence. This was the procedure for making a rough draft of the product.

The next thing the group had to do was obtain feedback on the brochure. It was taken to the instructor for content evaluation and suggestions. The instructor proposed some improvements, mostly grammatical errors and wording alignment. The greatest feedback came from two John Deere representatives. The group had a short meeting with Don Beebe. The first look at the product left a good impression on him. After reading over it he gave us suggestions that he would like to see in the brochure. The group had an informal dinner meeting with Mark Christenson. He too was impressed and also had some useful suggestions for us. Therefore, it was important for the group to obtain feedback in order to construct a better project.

Problems to Resolve

It can be expected that when people try to get together in a group there is going to be problems. This is because there was four different ways of thinking on how the project should be handled. Initially we knew the primary focus, but each wanted to do something a little different in order to get there. We eventually had to gather all of our

information together and discuss the best way to display it. This probably was the hardest task. Another set back in the groups operation was organizing meeting times that everyone could attend. Working around each other's class and work schedules was not an easy chore. The group did not divide the project up for each individual to work on separately. We felt that everyone should have input in every aspect of the product.

Our first meeting together consisted of each member brainstorming his ideas to the rest of the group. Here everyone tried to get a clear understanding of what the end result should be. When everyone understood this, steps were taken to try to develop a process that would successfully obtain an end result. The first part of the process was to collect information. Most of the information was from other universities that had the program already implemented. There was some disagreement on how the information should have been used. The instructor was consulted to help us with direction of the brochure.

The next couple of meetings were mostly the construction of the brochure. Here the main issue was scheduling to work on the project. Working around four different people's class and work schedules can be tough. We tried to meet when everyone could make it. In some cases there was one or two people absent because of other engagements. This worked out fairly well. Everyone had some part in the project that was essential to its success. Through the good communication, the project process worked out well.



Scheduling for Feedback

Communication and coordination process was crucial in getting the brochure completed in a timely manner. Since the brochure may eventually be implemented, it was important for us to do a complete job. Individuals from John Deere were coming to the university and we needed to complete the brochure quickly to get their feedback. It was important for the group to constantly receive feedback on the brochure we had constructed. Like an employee, one always wants to know the kind of job he or she is doing. The primary source of feedback was the instructor. He had the vision to where this product should go; it was him that drove us towards our goal.

With the help of the instructor, the group had scheduled two different informal meetings with two John Deere representatives. The first was a short session with Don Beebe. He was impressed with our initial product. He found some errors that needed corrected. He also threw some suggestions at us to what he would like to see in the brochure. The group understood the points he was making and agreed to the changes. Mark Christenson was the next representative. This turned out to be an informal dinner meeting with him and our instructor. He too threw out some helpful suggestions and gave us a perspective from a dealer standpoint about the program. The group came away from the meeting with much insight. Therefore, getting feedback was very helpful.



Conclusion

DBDB consulting was very involved in constructing an informative brochure about the John Deere Mentor Program with The Ohio State University. This brochure was a very important project because it acts like a link between John Deere Dealerships and ACSM students at Ohio State. These would be the primary audiences for the brochure. Our goal was to make this brochure a center point in this program by making it a key communication device. Both sides of the program should be able to see the benefits and what is expected out of each side. The brochure successfully fulfilled its purpose.

Throughout the project's development, the group members acquired much knowledge. The importance of time management a coordination of a project was learned by all. Even though we ran into some shortcomings, we did not let them overcome our goal of constructing a successful brochure. Everyone seemed to master the complexity of scheduling. We realized we had to be flexible and be patient with one another. One person could not control everything. It took all of us to work together to accomplish the feat. The ultimate take home lesson was teamwork. This is a valuable trait that we can take to our future employment.

Not only did DBDB consulting create a brochure, but we also created an experience for all of us to grow on. Each member came away with some very important principles that can be used in other applications. Our experiences and the growth in the teamwork area will assume to be valuable in our careers. Now we are capable of solving problems that may occur in future activities similar to this one. Not only did we create a successful project, but also the project created some successful people.

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