

DBDB CONSULTING FIRM

Associates

•Denny Davis

Designing Engineer

•Benjamin DeMange

Layout Coordinator

•Timothy Brunswick

Designing Engineer

•Mark Bash

Editor



GOALS AND OBJECTIVES

- **Layout, design, and publish high quality advertisements, brochures, and other handouts in the form of paper products.**
- **Provide a sense of security to the customers, allowing them to feel the job is getting done right the first time.**
- **Provide an efficiently priced product that allow both organization to profit.**

TEAM PHILOSOPHY

- We believe setting goals will help to achieve a quality product.
- We believe a team with good planning makes all things possible.
- We believe that success will come with time and hard work.

DENNY A. DAVIS

- **Hometown**

New Vienna, OH

- **Activities**

Alpha MU

**Agricultural and Construction Systems
Management Club**

- **Employment**

Ohio State University Athletic Department



BENJAMIN J. DEMANGE

- **Hometown**

Russia, OH

- **Activities**

Alpha MU

**Agriculture and Construction Systems Management
Club**

Delta Theta Sigma Fraternity

- **Employment**

Site specific agriculture at The Ohio State University



TIMOTHY R. BRUNSWICK

- **Hometown**

St. Henry, OH

- **Activities**

**Agriculture and Construction Systems Management
Club**

Delta Theta Sigma Fraternity

- **Employment**

**The Ohio State University Agriculture Extension
Office**



MARK A. BASH

- **Hometown**

Rockford, OH

- **Activities**

**Agriculture and Construction Systems Management
Club**

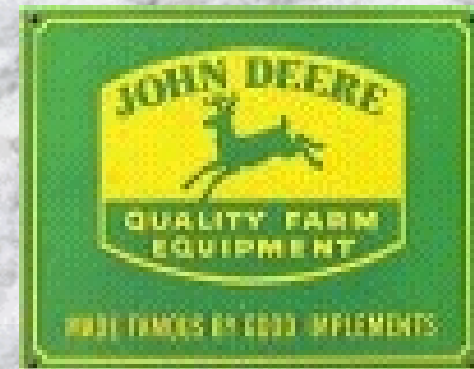
- **Employment**

Best Buy



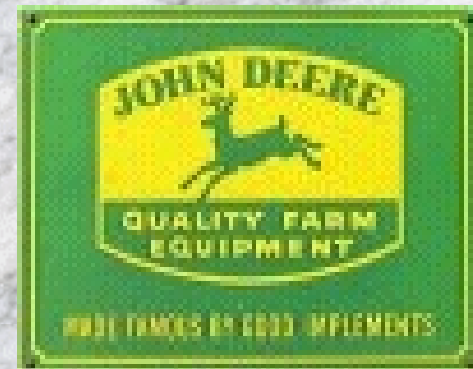
INTRODUCTION TO PROJECT

Informative brochure for an internship program sponsored by **The John Deere Company** and **The Ohio State University**



Facts of the Program

Allows a **John Deere Dealership** and an **Ohio State University Student** to form a relationship that may benefit both in the future.

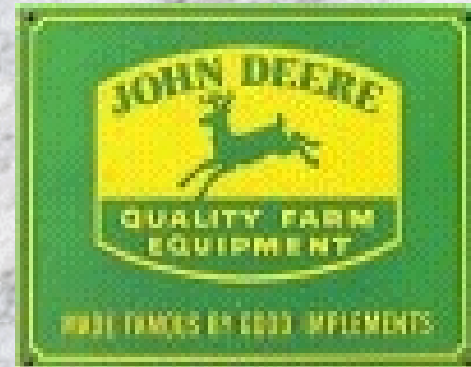


Steps Followed in the Production of Brochure

- Research **John Deere Dealership Management Program**
- Research academic requirements of **The Ohio State University**
- Complete Internet search to locate appropriate pictures and logos for the brochure
- Combine appropriate research, pictures, and logos in a Microsoft Publisher document to form brochure

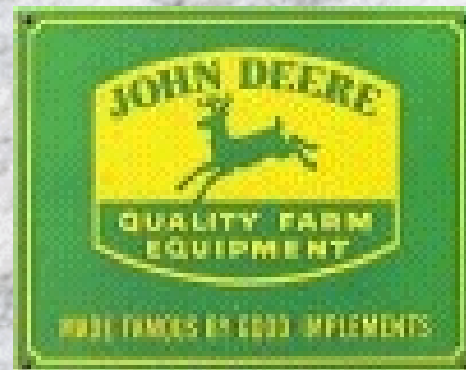
Research John Deere Dealership Management Program

- Implement information from Kansas State University and University of Missouri brochures
- Consult Bruce Beebe, John Deere Representative, about the brochure



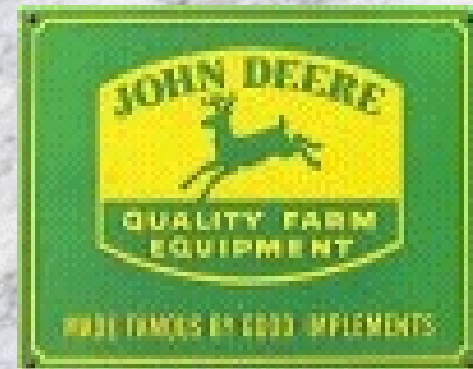
Research Academic Requirements

- Referred to participating universities guidelines of being involved with this program
- Consulted with Dr. Jim Papritan, **Ohio State University** coordinator, on the universities requirements



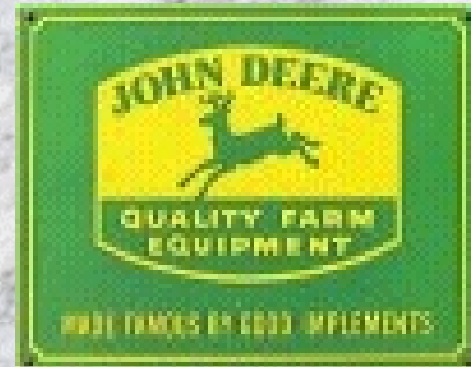
Complete Internet Search

- Extensive Internet search on The Ohio State University's webpage and The John Deere Company's webpage
- Selected the appropriate pictures from these webpages to incorporate into the brochure



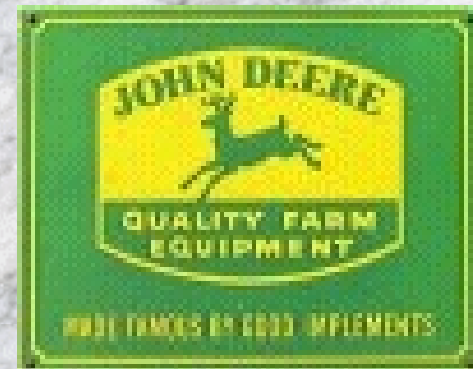
Brainstorming

- Team members gathered ideas for laying out the desired format
- Team member decided on the proper format for the brochure



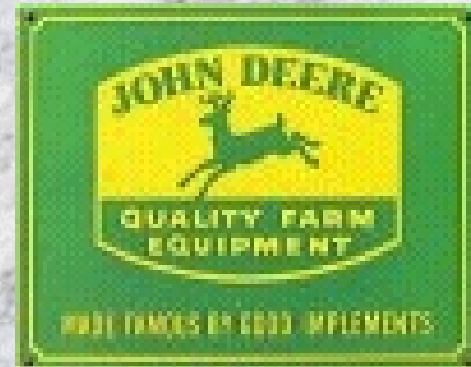
Creating the Brochure

- Inserted text into brochure on Microsoft Publisher
- Arrange text to allow proper placement of selected pictures and logos



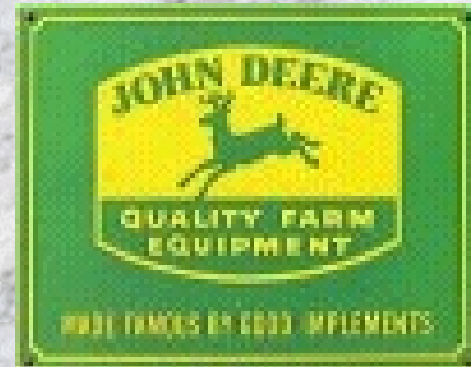
Editing

- Each member of the team was required to proofread the brochure
- Referred to Jim Papritan and Margaret Owens for proofreading assistance



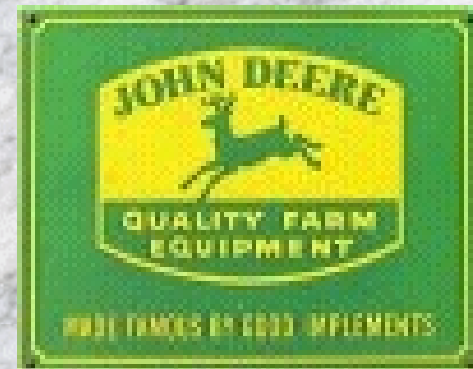
Approval

- Arranged a dinner meeting with Mark Christenson, Manager of College Partnerships
- Discussed the informative brochure and accepted the improvements needed on the brochure



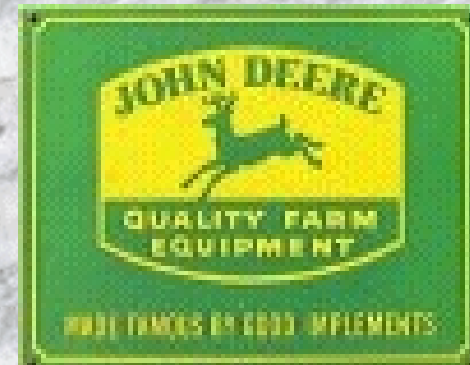
Final Draft

- Corrected problems Mark Christenson mentioned during the dinner meeting
- Resubmit brochure to Dr. Jim Papritan for approval



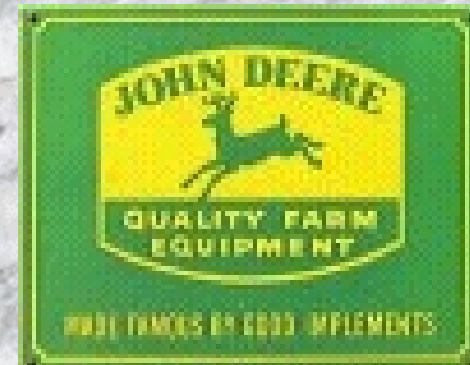
Summary of Project

- Brochure was a success
- Gives incoming students in the major an opportunity to learn about the **John Deere Dealership Management Program**



Recommendations

- Better communication amongst all team members
- Provide scheduled meeting times



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OHIO
STATE
UNIVERSITY



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