



POWER UP

Your Experience - Your Education - Your Future



JOHN DEERE

www.johndeerepowerup.com

PowerUp with The John Deere Turf Equipment TECH Program At Vincennes University

To meet the rising demand for specialized service technician training, John Deere and Vincennes University have teamed up to offer a new John Deere Turf Equipment (Turf) TECH Program, complementing Vincennes University's successful John Deere Agricultural TECH Program. The Turf TECH Program curriculum—designed by Vincennes University and John Deere—specifically targets key product services core to Turf segment needs, such as small engine repair, equipment setup, John Deere's Ready To Mow™ program services and turf care basics.

"The technology in John Deere's Turf Equipment has become very sophisticated," says Tim Hale, instructor and program coordinator of the John Deere TECH Program at Vincennes University. "We're watching the market and listening to Turf Equipment dealers. Both are telling us that qualified, certified Turf technicians are desperately needed for dealers to stay competitive. This training hasn't been readily available, at least not until now."

According to Hale, those opting for the new Turf TECH focus will still learn the core skills every John Deere TECH student has to know: Service ADVISOR™, diesel engine systems, powertrains, hydraulics, electronics, schematics, diagnostic equipment, etc. But Turf track students will also learn proper Turf Equipment setup and safety. They'll also take courses in customer satisfaction and during labs, work on equipment specific to Turf Equipment market needs.

"Setup is probably the most important job in the dealership in terms of customer satisfaction," says Hale. "We offer a tractor systems fundamentals class that includes setup/pre-delivery. Our Turf TECHs will be skilled in delivery, setup, diagnostics, troubleshooting and customer interaction. Graduates will have tremendous career opportunities—95 percent of our dealers have a Turf component within their dealerships."

The John Deere Turf TECH Program at Vincennes University is a two-year program of study, whose graduates are awarded Associate of Applied Science degrees. Students can live on-campus in one of six residence halls. Numerous federal and state financial aid and scholarship opportunities are available for students. Additionally, a limited number of Deere and Company Foundation scholarships also are awarded.

For more information about the new John Deere Turf TECH Program at Vincennes University, please contact:

Tim Hale, Instructor & Program Coordinator
(812) 888-6264 • thale@vinu.edu



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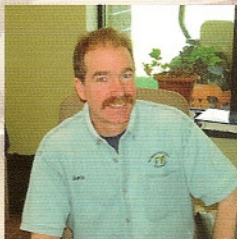
Turf TECH POWERUP!

"The skills learned in the John Deere TECH Program can launch a career, especially if the student has the right attitude and work ethic. The real advantage is the John Deere TECH

Program teaches John Deere. A graduate comes to us knowing John Deere equipment, systems, and our way of doing business. They come as a service technician, but they're going to be so much more. They'll have salesman and parts-person skills. They'll be customer-oriented. Graduates get great fundamentals with John Deere TECH training. But they also get multifaceted skills that work across departments."

Jim Carr, Service Manager
Bader & Sons Co.

"Graduates of the TECH Program have a clear advantage in that they know procedures for diagnostics, for working with Service ADVISOR™, for how our dealership works. They know John Deere and come ready to work, with skills that are transferable to all facets of our dealership. That makes my job easier. The investment is fairly minimal, but the benefits are huge—for the technician's career, for the dealership and for our customers."



Charlie Luke, Owner
Farmington Valley
Equipment

"The TECH Program definitely opened up employment avenues I otherwise wouldn't have had available. My TECH education has really helped me with my current sales job, focused on Turf. It helps me explain things to customers. I know how the equipment works, how it can be serviced, and the value it adds to their operation. They feel comfortable making a purchase from me because I can answer their questions. And that's all because of the John Deere TECH Program."

Dave Eaton, Sales
1996 John Deere TECH Graduate
Farmington Valley Equipment



JOHN DEERE
Power Up!
Your Career

VINCENNES
UNIVERSITY
1002 North First St.
Vincennes, IN 47591



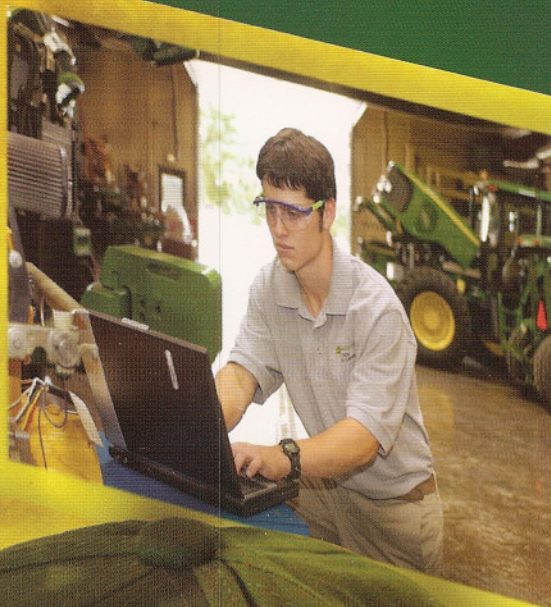
JOHN DEERE

POWER UP your Career
with the **John Deere Turf TECH**
Program at



VINCENNES
UNIVERSITY

**BREAK OUT
OF THE
BOX**



**JOHN DEERE
TECH**

**CHOOSE A
CAREER
THAT FITS**



Take Your Talent To The Next Level

Vincennes University (VU) features small class sizes and faculty dedicated to each student's success. Students choose between the core Agriculture Equipment sequence or the specialized Turf Equipment sequence, which focuses on professional turf and landscaping equipment, compact tractors, and consumer products. All students work with the latest John Deere technology, in hands-on labs outfitted with advanced training aids—the same computer-assisted resource materials used throughout the John Deere network. It's a real world, one-of-a-kind curriculum—designed by John Deere and VU specifically for the TECH Program. When not working, students enjoy the full range of campus activities and student organizations. On-campus housing is available in one of six residence halls.

Students are responsible for tuition, fees, textbooks, and tool cost. Numerous scholarship opportunities are available for enrolled TECH students. Additional scholarships and financial aid may be available through sponsoring John Deere dealerships. For more information about the TECH Program at VU, contact:

Tim Hale *Professor & Program Coordinator*

812-888-6264

thale@vinu.edu



**VINCENNES
UNIVERSITY**

www.vinu.edu





Green Means GO! Go With The Leader

If you're ready to be one of the best, John Deere TECH and Vincennes University are ready for you.

To be considered for the TECH Program, you must:

- 1** *Earn a high school diploma or equivalent*
- 2** *Request application package: 800-742-9198 or 812-888-4313;
Or visit: www.vinu.edu choose Future Students then Admissions*
- 3** *Submit completed application materials, including high school transcripts or GED, to:*

**Vincennes University
Admissions Office—GVH 72
Vincennes, IN 47591**

- 4** *Visit VU, complete orientation, testing, academic advising and scheduling, and registration*
- 5** *Obtain sponsorship with a qualified John Deere dealership*
- 6** *Prepare to PowerUp Your Career!*



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John Deere TECH is a challenging, intense two-year program offering cutting-edge training and the credentials required for success as a John Deere Service Technician—a high-tech, fast-paced career path and an essential member of every John Deere dealership team.

Curriculum that prepares you for the real world

The TECH curriculum balances classroom theory with hands-on lab work and paid internships at your sponsoring dealership—a tremendous opportunity to “earn while you learn.” You’ll become versed in John Deere diesel engines, powertrains, hydraulics, and machine set-up systems. You’ll be proficient with high-tech computer diagnostics, electronics, and proprietary John Deere software. You’ll acquire communication and customer relations skills essential to career success. When you graduate you’ll have a degree, your John Deere certifications, plus the confidence and experience necessary to take your talent to the next level...and you’ll have a dealership waiting to employ those talents.

Look, John Deere TECH is challenging and requires commitment. But if cutting-edge technology and advanced John Deere equipment excite you, TECH may be the career training program you’ve been waiting for. Find out if you’re up to the challenge...

Take the PowerUp Challenge.

