

PART 1

Orientation to a Business Community Simulation

Letter of Welcome

Pettisville Business Community Directory

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Pettisville Chamber of Commerce
101 Dungaree Drive • Pettisville, Ohio 43553-0178

WELCOME TO PETTISVILLE, OHIO, USA

You are about to become one of many respected businesspersons in this interesting and historic community located in upstate Ohio.

In the early 1800s John Pettis (for whom Pettisville was later named) described the area as “woods, water, friendly Indians, wolves, and black bears.” The building of the railroad through Ohio brought with it hardworking men and women who set up places of trade. One of the early industries was the Pettisville Woolen Mills on Front Street. There, satinets, flannels, canvas, cassimeres, and other textiles were manufactured. Today Pettisville is a thriving business community.

Pettisville is the perfect setting for the Mean Jeans Manufacturing Co. simulation. You will be managing one of the 15 businesses which provides goods and services to Mean Jeans Manufacturing Co. and to each other. It will be exciting for you to watch as your classroom is changed into a model business community.

You will be proud to be one of Pettisville’s respected businesspersons. It will be your responsibility to manage one of the following businesses:

18 Wheeler Truck Lines	Passports-2-Go
Buckeye Equipment	Pettisville Bank
The Clothes Closet	Pettisville Post Office
Creative Advertising Agency	Popular Designs
The Denim Maker	Taylor Office Supplies
Hollywood & Vine Videos	The Towne Crier
Lee Community Center	United Communications
Nouveau Investment Company	

You will enjoy working in Pettisville and managing your own business. Enclosed for your reference is the Pettisville Business Community Directory. It is with great pleasure that the Pettisville Chamber of Commerce welcomes you to our community.

Jerry A. Sherman, President

Pettisville Business Community Directory

The Model Business Community

18 Wheeler Truck Lines
1208 Oshkosh Blvd.
Pettisville, OH 43553-0177
419-555-0119
(Corporation)

Buckeye Equipment
1313 Olentangy Road
Pettisville, OH 43553-0175
419-555-0178
(Partnership)

The Clothes Closet
61 Dungaree Drive
Pettisville, OH 43553-0178
419-555-0154
(Sole Proprietorship)

Creative Advertising Agency
816 Corduroy Drive
Pettisville, OH 43553-0177
419-555-0188
(Corporation)

The Denim Maker
752 Gold Mine Lane
Pettisville, OH 43553-0176
419-555-0195
(Corporation)

Hollywood & Vine Videos
2501 Kneepatch Avenue
Pettisville, OH 43553-0175
419-555-0172
(Corporation)

Lee Community Center
One Vale Street
Pettisville, OH 43553-0177
419-555-0166
(Corporation, Nonprofit)

Mean Jeans Manufacturing Co.
45 Maple Street
Pettisville, OH 43553-0175
419-555-0100
(Corporation)

Nouveau Investment Company
440 Wall Street
Pettisville, OH 43553-0178
419-555-0134
(Partnership)

Passports-2-Go
728 Blazer Avenue
Pettisville, OH 43553-0177
419-555-0164
(Sole Proprietorship)

Pettisville Bank
101 Greenback Drive
Pettisville, OH 43553-0178
419-555-0101
(Corporation)

Pettisville Post Office
22 Stamp Street
Pettisville, OH 43553-0178
888-555-0133
(Federal Agency)

Popular Designs
2020 Carpenter Road
Pettisville, OH 43553-0176
419-555-0182
(Sole Proprietorship)

Taylor Office Supplies
12 Rivet Street
Pettisville, OH 43553-0177
419-555-0135
(Sole Proprietorship, Franchisee)

The Towne Crier
Information Circle Mall
P. O. Box 276
Pettisville, OH 43553-0176
419-555-0122
(Sole Proprietorship)

United Communications
Information Circle
Pettisville, OH 43553-0176
800-555-0111
(Corporation, Controlled Monopoly)

GENERAL INFORMATION ABOUT THE MODEL BUSINESS COMMUNITY

The model business community is located in Pettisville, Ohio, and is made up of Mean Jeans Manufacturing Co. and 15 other businesses. (Pettisville, Ohio, is a *real place*; Mean Jeans Manufacturing Co. and the 15 other businesses are *imaginary*.) A *business* is an establishment that supplies goods or services. Mean Jeans Manufacturing Co. is the largest company in Pettisville. The other 15 businesses provide Mean Jeans and each other with a variety of goods and services. All of these businesses are typical of those found in communities throughout the country. And all of them interact by doing business with each other and with many businesses outside the model business community.

If you have not already done so, read the letter of welcome from the president of the Pettisville Chamber of Commerce in the front of this *Student Reference Book*. A *chamber of commerce* is a local organization of businesses whose goal is to further the business interests of the community. During the month of July, the Pettisville Chamber of Commerce will sponsor the Western Roundup Days, a very exciting annual event in Pettisville.

Pay special attention to the names of the businesses. A complete mailing address and telephone number for each of the businesses is given in the Pettisville Business Community Directory on the opposite page. Begin thinking now about the business that interests you most. You will find more information about each business in Part 2 of this *Student Reference Book*.

Now look at the map of Pettisville shown on page 7. Notice that all community streets are shown on the map. Can you find Kneepatch Avenue, Dungaree Drive, and Stamp Street? Notice, too, that Clear Lake, Pettisville Community Park, and the Conrail railroad tracks are shown also.

At the bottom of the map, each Pettisville business is listed by identification number and name. Mean Jeans Manufacturing Co. is number 8, for example. Find number 8 on the map. Passports-2-Go is number 10. Find number 10 on the map. Buckeye Equipment is number 2. Find number 2 on the map. Continue in this manner until you have located Mean Jeans Manufacturing Co. and each of the other 15 businesses. Do you see that Nouveau Investment Company and Pettisville Post Office are located across the street from each other?





YOUR PART IN THE BUSINESS COMMUNITY

You will play a very important role in this model business community. As manager of one of the 15 businesses, you will be a respected businessperson. You will see for yourself what it is like to be responsible for the overall success or failure of your own business. You will also have an opportunity to become familiar with a variety of business papers typically used in businesses today.

As manager of a business in the model business community, you will perform activities representative of those performed by managers in the real world of work. These activities include

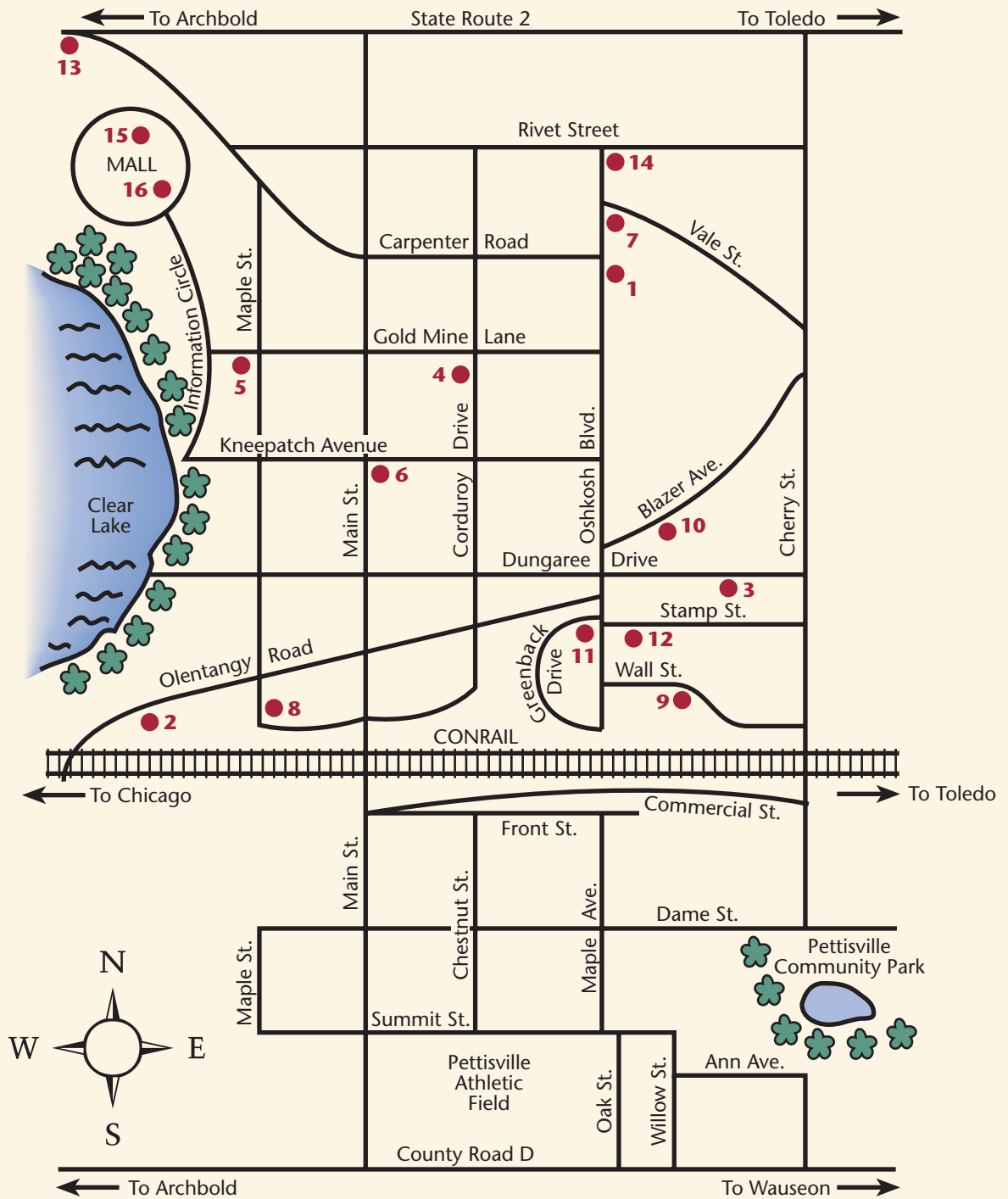
As manager ...

... of a business in the model business community, you will perform activities representative of those performed by managers in the real world of work.

- preparing business papers for mailing and following through on the actions required by incoming mail (such as letters, purchase orders, sales invoices, contracts, and invoices for services rendered)
- making independent decisions and accepting the consequences of those decisions
- conducting banking activities (such as preparing bank deposits, making rent and mortgage payments, paying federal income and FICA taxes, and reconciling bank statements)
- practicing good human relations skills (such as listening carefully and communicating effectively, being considerate and helpful to customers and clients, and maintaining a positive attitude)
- managing human resources (including advertising job openings, hiring new employees, showing appreciation and respect for employees, and attempting to maintain good morale)
- keeping records neatly and accurately (such as a cashbook, checkbook, stock inventory, and payroll records)
- adjusting to changing work demands
- practicing good public relations with the business community (such as supporting civic groups, participating in community activities, and respecting the rights of other community businesses)
- investing time and money for personal growth, such as buying shares of stock in American corporations, taking classes in money management and CPR (cardiopulmonary resuscitation), and registering for computer workshops

As a manager, you will interact with managers of other Pettisville businesses. Also, you will willingly participate in projects designed to benefit the community. Western Roundup Days, for example, is the biggest, most exciting event of the year!

MAP OF MODEL BUSINESS COMMUNITY PETTISVILLE, OHIO



- | | | |
|-------------------------------|--------------------------------|---------------------------|
| 1 18 Wheeler Truck Lines | 7 Lee Community Center | 13 Popular Designs |
| 2 Buckeye Equipment | 8 Mean Jeans Manufacturing Co. | 14 Taylor Office Supplies |
| 3 The Clothes Closet | 9 Nouveau Investment Company | 15 The Towne Crier |
| 4 Creative Advertising Agency | 10 Passports-2-Go | 16 United Communications |
| 5 The Denim Maker | 11 Pettisville Bank | |
| 6 Hollywood & Vine Videos | 12 Pettisville Post Office | |



RESPONSIBILITIES OF MANAGERS IN BUSINESS TODAY

Persons of all ages, abilities, and interests manage their own businesses or the businesses of others. The newspaper carrier who brings your paper to your door manages a business. The man or woman who is president of the largest corporation in your city manages a business.

All managers—whether they manage businesses in Pettisville or businesses in your hometown—are responsible for the successful operation of their businesses. A *manager* is a person responsible for the five functions of management—planning, organizing, leading, controlling, and staffing.

A manager ...

... is a person responsible for the five functions of management —

- planning
- organizing
- leading
- controlling
- staffing

- *Planning* involves deciding what has to be done and determining how goals can be met.
- *Organizing* involves making the necessary arrangements to do work that has been planned.
- *Leading* involves guiding employees in doing the work.
- *Controlling* involves checking to see that work has been done as planned.
- *Staffing* involves finding, hiring, training, and evaluating employees.

In today's fast-moving world of business, owners look to managers for help in making businesses successful and profitable. It is important that you remember that managers are made, not born. Making decisions and carrying them through, being dependable, being willing to try any task regardless of how unpleasant or how routine it is, and possessing initiative—these are all qualities that you, as a young person, should strive to develop NOW.

When you accept your assignment as manager of a Pettisville business, you will be on your way to becoming a qualified applicant for a position in tomorrow's exciting business world.



CAREER OPPORTUNITIES FOR PERSONS WITH MANAGEMENT ABILITIES

Want ads like these that follow are typical of ads that appear daily in newspapers all over the country. Notice that the advertised openings are for managers and manager trainees. Men and women who qualify for management positions find challenging, exciting, and well-paying job opportunities available to them.

Salaries for managers vary greatly. Job experience and education affect the salary range most significantly. The size of the company and

its geographic location also influence the salaries paid and the career paths available.

Good managers are needed at all levels of employment. The beginning employee who is willing to work hard and who is eager to learn will often get management training on the job. A person who has self confidence and adapts easily to changing work demands is a good candidate for a career in management. It's not too early for you to begin to develop these important qualities.

A key attribute of a good manager is the ability to recognize that a company's most important asset is PEOPLE (the company's employees). Because human relations skills are of critical importance, a self evaluation checklist is provided in your *Student Reference Book*. Completing this checklist will help you to determine your strengths and weaknesses in the area of human relations. Everyone has both strengths and weaknesses. But you can strengthen weak areas if you have the desire to improve by setting realistic goals that lead to improved skills.

Good managers ...
... are needed at all levels of employment.

RETAIL MANAGEMENT

A major fashion boutique chain in Hawaii is accepting applications for a store manager position. Applicants should have:

1. an interest in fashion
2. a bachelor's degree in business
3. retail management experience, preferably in the clothing industry.

The position offers a competitive salary based on experience and generous fringe benefits. Forward resume with salary history to:

Box 1211-A Island Junction
 1356 Kaloa Way
 Honolulu, HI 96822-1211
 or call (808) 555-0191 for further information.
 Equal Opportunity Employer
 M/F

SALES MANAGER

Opening new regional office in San Francisco. Seeking an enterprising man or woman with 5+ years of sales experience. Management experience preferred. Some travel required. Send resume to: [Redacted] Salary requirement to: [Redacted]

PAINT STORE

We have a sales position open for dependable, mature person in our suburban store in our area. No experience necessary. Will train. Must have high school diploma. Includes evening/weekend hours. Send resume to Color Dimensions & Wallpaper, 479 Airport Hwy., Waukegan, OH 43567-0979, or call 419-555-0193 between 9 a.m. and 6 p.m. Office at (505) 555-0193.

EMPLOYER

TRAINEE

Need of highly ambitious up to 100 hourly employees. We provide comprehensive training. College degree and 1 year experience required, as well as excellent communication and motivational skills needed to maintain efficient work flow. Call Human Resources at (505) 555-0193.

An Equal Opportunity Employer

You will ...

... make decisions, accept responsibility, establish priorities, and follow directions.

You will ...

... develop a sense of pride in yourself and your accomplishments.



WHAT WORKING IN THE MODEL BUSINESS COMMUNITY WILL DO FOR YOU

1. You will learn common business procedures, including those relating to banking, payroll, and purchasing.
2. You will make decisions, accept responsibility, establish priorities, and follow directions.
3. You will use basic math skills to verify invoices, pay for goods ordered, keep records of all money coming into or going out of your business, and use postal and freight services.
4. You will use your creativity in composing simple business letters, want ads, and advertising copy.
5. You will experience the thrill of a job well done when your payroll register proves, your bank statement reconciles, and your cashbook balances.
6. You will receive immediate feedback when you practice good human relations skills.
7. You will feel the excitement of cooperating in a community project such as Western Roundup Days.
8. You will learn to deal with the stress caused from having customers or clients wait for you to complete an activity.
9. You will learn how important the organization of materials is to production.
10. You will develop a sense of pride in yourself and your accomplishments.
11. You will make a personal financial investment in an American corporation, and you may participate in the Mean Jeans Annual Stockholders' Meeting.
12. You will see how the operation of one business affects the operation of other businesses in a community.
13. You will see the need for the prompt and accurate processing of business papers.
14. You will see the need for good public relations as you try to accomplish the objectives of your company.
15. You will appreciate the roles of a consumer, worker, and citizen in a free enterprise system.
16. You will have many opportunities to improve your oral communication skills as you interact with other managers in a typical business environment.



GENERAL INFORMATION ABOUT MEAN JEANS MANUFACTURING CO.

Blue jeans are popular and have remained basically unchanged for many, many years. Light, medium, and heavy blue denim jeans are worn by people of all ages, shapes, and sizes. The jeans with the famous trademark on the back pocket are manufactured in Pettisville, Ohio, by Mean Jeans Manufacturing Co.

Look at the map on [page 5 in this Student Reference Book](#). Notice that Pettisville is located in the northwestern corner of Ohio, almost to the Ohio-Michigan border. Interstate Highway 80/90 is near Pettisville, and Conrail runs south of the center of town. Can you find the busy port of Toledo? Notice that it is a short drive from Pettisville.

Mean Jeans Manufacturing Co. is located on a 12-acre tract of land on the western edge of the Pettisville Business District. The factory, located on a street lined with maple trees, contains the administrative offices, production department, and warehousing operations of Mean Jeans.

History of the Company

In December, 1948, Brent Rychener began selling his own creation of denim overalls to the railroad workers who stopped to talk near the barn on his parents' farm. That small barn soon became the original site of Mean Jeans Manufacturing Co.



**American Families ...
Work and Play in Mean Jeans!**



As demand for his overalls grew, Brent continued to design more jeans and to buy sewing machines. Finally, in 1960 he took in a partner, Diane Diener. They moved the business from the original barn where Brent operated for years into a newly constructed factory on Maple Street. In the past, Brent advertised his jeans by painting signs on the back of his barn. With the new location, Mean Jeans made use of the services of Pettisville's own Creative Advertising Agency. Soon the distinctive Mean Jeans trademark was seen on billboards, in newspapers, and in magazines.

But the public soon demanded that additional designs be added to the popular Mean Jeans line. So, Popular Designs (located on Carpenter Road in Pettisville) was contracted to design a special line of denim clothing for the company. It was at this time that Mean Jeans Manufacturing Co. began experimenting with white, red, and black denim.

The Company Today

By 1974 the partnership formed by Brent Rychener and Diane Diener had grown into a corporation, and the facilities on Maple Street were enlarged to their present size. Mean Jeans Manufacturing Co. now employs approximately 1,200 full-time production workers and a sizable office staff. Brent and Diane no longer head the management team as president and secretary-treasurer of the board of directors. They both retired in the 1990's, and other managers were promoted to take their places.

Mean Jeans Manufacturing Co. is a member of the Pettisville Chamber of Commerce and the National Manufacturers Association. The new president, Glenn Copeland, is a member of Lee Community Center, Little Church Around the Corner, and Pettisville Board of Education.

As Mean Jeans grew, new businesses sprang up in Pettisville to meet the needs of this expanding manufacturing corporation. Pettisville today is a thriving business community, and Mean Jeans remains at the center of community operations.



GENERAL INFORMATION ABOUT THE SIMULATION

Mean Jeans Manufacturing Co. (Mean Jeans, for short!) is a business community workflow simulation. It is designed to give you a life-like experience managing your own business. As a manager of a Pettisville business, you will be an important member of the model business community and will gain firsthand knowledge of basic business concepts and procedures. You also will learn to appreciate the roles of a consumer, worker, and citizen in a free enterprise system.

Included in the model business community are five sole proprietorships, two partnerships, one federal agency, and eight corporations. Two of the corporations (Lee Community Center and United Communications) have special features. Lee Community Center is a nonprofit organization, and United Communications is a utility that is a controlled monopoly.

Workflow

The simulation will operate during the simulated month of July. Business papers flow into and out of your company in an orderly and planned manner. Mail delivery of items (letters, orders, invoices, and so forth) and personal visits from other community businesspersons generate work to be performed by your company. An *Operations Manual* for your business will also provide activities for you to complete. You will see how the daily operation of your business affects the operation of Mean Jeans and other community businesses.

Assignment of Businesses

All 16 businesses are important to the basic community operation. Your Instructor will manage Mean Jeans Manufacturing Co. You will be assigned the position of manager of one of the other 15 businesses. Your Instructor will take into consideration your individual interests and abilities when making these assignments.

General Activities

As manager of a company in the model business community, you will perform a variety of interesting and challenging activities. You will have an opportunity to acquire basic management skills that employers look for when hiring management trainees. These skills include the ability to plan, to organize, to lead, to control, and to staff. You will be preparing yourself for a career in business, developing your self confidence, and expanding your knowledge of basic business concepts and procedures.

Presimulation: Group Activity

Before you begin your duties, you will need to become familiar with the community of Pettisville, with the operation of Mean Jeans Manufacturing Co., and with the operation of the company you will manage. Therefore, your Instructor will ask you to complete the “Presimulation: Group Activity” outlined later in this *Student Reference Book*. Your success as a manager will depend greatly on the accurate completion of this “Presimulation: Group Activity.” Complete each step carefully; be sure not to overlook anything. Try to learn as much as you can about the Pettisville community and the company you will manage. Remember that Pettisville is now your community, and the business you manage is your company.



Supplies and Folders for Organizing Work

During the Getting Ready To Do Business activities, your Instructor will give each manager files, folders, and supplies for use during the simulation. You will also receive specific instructions for setting up the files and folders for which you are responsible and for organizing your own supplies.



MEAN JEANS BUSINESS COMMUNITY SIMULATION COMPONENTS

Student Reference Book

Your *Student Reference Book* (which you are reading right now) is a vital resource designed to help you succeed in carrying out your duties as manager of a Pettisville business. It is both a learning tool and a ready reference. The *Student Reference Book* tells you HOW to do things. Pay special attention to the titles of the 10 Units in the Reference Guide (Part 3) of the book so you have a general knowledge of all areas covered.

Part 1, Orientation to a Business Community Simulation, begins with a letter of welcome to the Pettisville business community from the Pettisville Chamber of Commerce. The Pettisville Business Community Directory on page 4 lists many of the mailing addresses you will use throughout the simulation. General information about the Pettisville business community, Mean Jeans Manufacturing Co., and the operation of the simulation are also given in this part.

Part 2, Orientation to the 15 Businesses, provides interesting background information about the 15 businesses that provide Mean Jeans Manufacturing Co. with a variety of goods and services. This information will be helpful to you as you decide which business you would most like to manage.

Part 3, Reference Guide, describes and illustrates the various business papers you will use and the procedures you will follow as you conduct daily business transactions. You should look carefully at the illustrations and follow the step-by-step directions each time you complete a new form or perform a new activity.

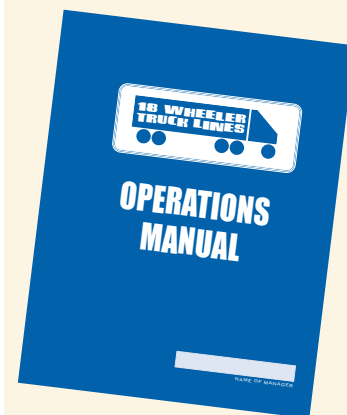
Part 4, Presimulation: Group Activity, contains specific activities to familiarize you with the Mean Jeans Business Community Simulation in general and this *Student Reference Book* in particular. During the course of this group presimulation activity, you will be applying for employment as a manager of one of the businesses. You will also fill out the necessary forms when you are hired. And you will prepare for the managers' meeting.

Part 5, Price Lists and Personal Supplies, includes all of the price lists for the various businesses and certain personal supplies that you will use during the course of the simulation. The price lists need to be referenced during the course of many of the business activities. Included with the supplies is “Mean Jeans” money that you will use to purchase such things as newspapers and stock.

You should refer to your *Student Reference Book* whenever you have a question about procedures, forms, or terminology. Always refer to this *Student Reference Book* before you ask for assistance.

Operations Manuals

There is an *Operations Manual* for each of the 15 businesses. Your *Operations Manual* will provide you with information you’ll need to know about your business, including the confidential financial statements for your business. It will tell you how to get your business started. It contains detailed lists of your responsibilities as a manager and *DAILY ACTIVITIES* for you to follow each day during the simulation. You will also find many references to sections of the *Student Reference Book*. Your *Operations Manual* tells you WHAT to do and WHEN to do it. As you complete the *DAILY ACTIVITIES* for your particular business and follow the procedures given in the *Student Reference Book*, you will see how and why businesses must work together to accomplish common objectives.



Supplies and Resources CD

For students with access to computers, a *Supplies and Resources CD* is available to automate many of the tasks completed by managers. The *Supplies and Resources CD* provides you with the forms and templates WHERE you can record your business transactions. The CD contains a folder for each business with all of the forms and templates needed to run the business. Your Instructor will move these documents onto your workstation. When a template form is used, a manager will be able to key data directly onto the form and then print it. At other times, a manager will print the form first and then complete it by hand. If you do not have a computer, your Instructor will provide your forms for you.



SIMULATION—AN EXCITING NEW LEARNING EXPERIENCE

Mean Jeans Manufacturing Co.—A Business Community Simulation will provide you with an exciting new learning experience. From the moment the simulation begins, you will be actively involved in the learning process. Each day you will be called upon to perform new and varied activities in a simulated business community environment.