

Some students turned a Principles of Advertising class project into real-life experience.

Hannah Brems, Monica Jazwiecki, David Rathsack and three other students worked with Offbeat Press from September to mid-December to create an advertising plan for the business. Their goal was to inform other potential businesses and groups about the new screen-printing company, and their plan included a one-year-anniversary party for the business, which had opened in December 2008. The company specializes in eco-friendly screen-printing and has the ability to print on paper, apparel, zippers, and almost anything a customer desires.

But Brems, Jazwiecki and Rathsack continued with the project once the class was finished to finalize details for the party, and even worked that day, setting things up and working the games.

They met with the owners of Offbeat Press, John Pata and Drew Mueske, on a weekly basis planning the party. They picked a carnival theme, found entertainment, decided what games would be offered at the event, made a list of food and also decided how they would use this party to build their clientele. Mueske and Pata created the design for the invite and the students were in charge of copywriting. They also decided to print on items used in the games such as T-shirts and blindfolds to give the guests another example of what they do.

The students hand-delivered invitations to local businesses and built positive relationships with many of the business owners. Pata and Mueske also sent out e-mails to current clients.

The event was held Jan. 29 at The First National Bank Building where the three set everything up and decorated by hanging posters and T-shirts so guests could see what Offbeat Press can do. More than 100 guests attended and the owners were happy with the turnout.

Other students on the team included Cassidy Gossfeld, Kaylyn Dallman and Ann Duginske. Their instructor was Barbara Benish.