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About Me

- Hometown: Mexia, Texas
- Texas A&M University
  - Major: Ag Economics
  - Graduation: May 2016
- First Internship with John Deere
  - Pricing - Bill Howe - Manager
About the C&F Pricing Department

Market Based Pricing
- Customer Valued Equipment

Three aspects of Pricing Department
1) Pricing
2) Discount and Incentive Programs
3) Market Forecasting
Project List

- Product Recap Summary
- CBD Discount Bulletin
- Annual Pricing Meeting Admin
- C&F Dimension List
- Develop Price Ladders for each global region
- Consolidation of the Industrial Price Spreadsheet
NOTE: In all instances program details listed in the corresponding bulletin will supersede the following recap. Access the bulletin application through DealerNet or use this link.

Retail Sales Bonuses:

Note: 06Dec13 - Extended.

Effective Date: 06 January 2014
Expiration Date: 30 June 2014

Eligible Equipment: All New Base Unit John Deere/Hitachi Construction and Forestry Equipment (excluding mining)

Bulletin Detail:

<table>
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<th>Description of Bonus/Incentive</th>
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View Entire Bulletin... C003-14U
Project Details - Publications & Discounts

- CBD Bulletins
- Annual Pricing Meeting
- C&F Dimensions list
Project Details- Pricing

• Develop Price Ladders for each global region
• Consolidation of the Industrial Price Spreadsheet
Intern Experiences

Ride and Drive at Dubuque Works
• Snap Chat of Excavator in an Oilfield in Texas
• Backhoes on the Production Line at Dubuque Works
• Skidders at Davenport Works
Course Preparation

- AGEC 217
- ACCT 209
- ECON 202, 203

Academic Needs...
- Marketing/Sales knowledge
Future Goals

• Graduate from Texas A&M University
• Obtain Full Time Position with John Deere Marketing Rep Program
• MBA or Grad School
• Travel Abroad