

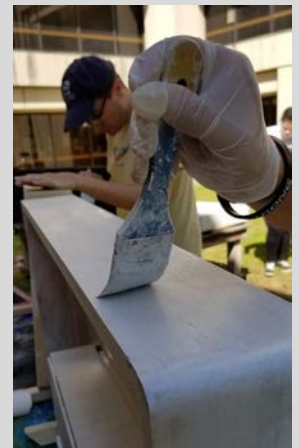
# MESAMIX

## SEMESTER REFLECTIONS

It all started with a winter holiday experiment in Dr. Stan Renard's garage. Dr. Renard was seeking a project-based learning opportunity for his students that was tangible and had the potential to teach a wide range of skills, while conveying how to build a business all the way from idea incubation to customer delivery. And that was not all. It had to happen within one semester! And then...it clicked! Dr. Renard and his father-in-law, an avid craftsman, designed and built a cassette tape coffee table prototype.

"At first, I had no idea if we could really pull it off or if the students would want to engage with this project," says Renard.

Within the first week of the semester, Dr. Renard presented the class with a plan, a projected timeline, and a budget to keep everything on track and make sure the business didn't fall behind. The class was then presented with 12 job sections: purchasing, assembly, painting, sanding, quality control, sales, videos, photography, public relations, CAD design, brochure design, and concept design. The students were asked to place themselves in whichever category they found most interesting to them and were encouraged to choose up to three roles to get a more immersive experience. Once that process was sorted and finalized, the students began to get to work.



The first objective was to create a brand. We needed a name, a logo, and a slogan. We needed to know “the why” of what we stood for. The MESA Mix brand was born. The mission of MESA Mix was to connect generations through this unique piece of furniture as we hoped to bring a little bit of joy, and nostalgia to people’s living rooms.

The video and promotion team got to work quickly as they began to sketch the layout of the video while the photography team took several shots of the prototype table. Pricing was determined on base models and custom tables with made-to-order work and stenciling. Using these details, the brochure team began making the rough draft of a brochure, while the manufacturing team worked in the wood shop assembling the tables.

At this point, we are on target to produce four beautiful custom tables for a wide range of customers. It has been quite a ride!



## SEE WHAT STUDENTS HAVE TO SAY:

“The hands-on aspect of Mesa Mix really helped us gain experiences that we wouldn’t have received in the traditional classroom setting. It was a fun process, and it kept the class and the semester exciting!” -Sydney Guerrier

“Mesa Mix was a very cool project and showed me how you can go from a simple idea to a finished product in a short amount of time. With being on the brochure team, the public relations team, and working on other aspects of the project, I was able to see how great leadership, class collaboration, and hard work all pays off in a small business style class project.” -Cameryn McCullum

“Mesa Mix acted as a vessel for us to experience and demonstrate applied business and industry skill which we learned in class with Dr. Renard. I’m so thankful for all of the opportunities we’ve had to grow with it.” - Dito Sáenz

“Being able to see Mesa Mix come to life was an incredible experience. This project really gave insight into what it is like to start and run a business. Throughout this semester I have gained experience that I will carry with me for the rest of my life.” - Taylor Bartley