



# THE JDK GROUP

## MARKETING INTERNSHIP FOLDER



# WELCOME TO THE JDK FAMILY

---

The passionate and talented team members we employ have become our greatest asset. Our people take priority when it comes to investing back into the business. We hyper focus on in-house training and industry education to propel our passion to produce events and serve our clients. Because of this, we could never truly put a price on the value of our people and it's one of the many reasons why we will never compromise our service standards.

## CONTENTS

01	Welcome	13	How To Create & Print Menu Cards
02	About JDK	19	Sizing for Web
03	Our Culture	22	Sizing for Print
04	Brand Standards	23	Printing Problems
09	JDK Resources		
11	About Menu Cards		



# OUR MISSION IS CELEBRATING YOU

The JDK Group is Central Pennsylvania's premier catering and events company. Since our inception in 1987, we have continued to reinvent the standard for special events and hospitality services for the communities of Harrisburg, Lancaster, York, and surrounding regions.

With over 25 years of event management under our belt, and internal staffing capabilities to plan a celebration for 15 to 15,000 guests, our talented and passionate team offers exceptional service, incredible food, and innovative design.

As a local and internationally recognized leader for providing full-service catering, floral design and decor, and event management services, we are committed to providing quality products to meet the needs of our industry and community.

Our success stems from our people-focused philosophy, trend setting stylized presentation, and interactive event experiences. These initiatives have enabled us to consistently uphold to our mission:

To build relationships with clients and the community to create flawless events worth celebrating.



## ABOUT OUR CEO Jennifer Delaye

As a serial entrepreneur and owner of multiple award-winning hospitality operations in the Central Pennsylvania region, Jennifer Delaye attributes her success to building talented teams that embrace a client and community-first approach. For almost three decades, Delaye continues to transform the services of her hospitality empire/domain through evolution propelled by innovation.



# 4 CORE VALUES

*1. Who We Are*

Talented & Passionate Employees

*2. Why We Are Here*

Unparalleled Customer Service

*3. How We Live*

Through Flawless Execution

*4. What Keeps Us Going*

Constant Innovation

# 12 GUIDING PRINCIPLES

Derived from our core values, these 12 guiding principles showcase how our team lives day in and day out.

*1. GROW WITH OUR CLIENTS AND CREATE MEMORIES*

*2. DELIVER THE UNEXPECTED*

*3. PLEDGE TO UPHOLD INTEGRITY: TAKE THE TIME TO DO THE RIGHT THING*

*4. PRACTICE BLAMELESS PROBLEM SOLVING*

*5. PASSION DRIVES US BUT TENACITY KEEPS US GOING.*

*6. PRODUCE AWESOME ALL THE TIME*

*7. BE HUMBLE, LEAVE YOUR EGO AT THE DOOR*

*8. BE THE CHANGE THAT RADIATES EXCEPTIONALISM*

*9. MAINTAIN A CULTURE OF CREATIVE CHAOS*

*10. DON'T COMPETE, INVENT A NEW STANDARD*

*11. FORM A NETWORK OF FAMILY, NOT A COHORT OF CO-WORKERS*

*12. THERE IS ALWAYS SOMETHING TO LEARN IN EVERYTHING WE DO*