

# Introducing....

A new publication  
aimed at changing the  
image of  
Manufacturing in  
Central  
Massachusetts

And raising awareness  
of its enormous  
impact on our  
region's economy

The cover features the title 'A GUIDE TO Stuff' in large, stylized red letters, with 'made in central massachusetts' in smaller blue text below it. The word 'Stuff' is the largest and most prominent. The cover is decorated with various hand-drawn icons: a clock, a thumbs-up, a speech bubble, an astronaut, a truck, a clock, a gear, a hand holding a tool, a globe, a van, a forklift, a gear, a hand holding a tool, a gear, and a hand holding a tool. There are also three orange circular callouts with the questions: 'What is it?', 'Who makes it?', and 'Who uses it?'. The cover is framed by a blue border.

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# Stuff

made in central massachusetts

What is it?

Who makes it?

Who uses it?

POSTAL LABEL

A supplement to:  
**WORCESTER BusinessJournal**  
Fall 2016

***Changing the image of a  
career in manufacturing:***

**The publishers of Worcester Business Journal will be producing a special new magazine - A Guide to STUFF Made in Central Mass - a hip, interactive print pub, digital edition and web site profiling area manufacturers, showing what they make, who they sell to and how their product is used, as well as the kinds of jobs/career opportunities there are in each company.**

This special publication will be an awareness raising and recruitment tool for Central Mass manufacturers like nothing before - going out to high school and college students as well as workforce centers throughout the region. In addition, STUFF will be inserted into the Worcester Business Journal, reaching thousands of business leaders and company owners throughout the region, further increasing industry awareness and collaboration.



# IN PRINT, ONLINE

STUFF will be published as an 8x10, full-color magazine on heavy, non-glossy recycled stock. The publication will be printed and distributed in October of 2016. It will feature one and two page profiles of area manufacturing firms in a clean, formatted design that will be easy to read and understand. Our goal is to attract dozens of area companies to be part of this unique marketing/advertising opportunity that will showcase Central Mass manufacturing firms, show the cool stuff they make, and communicate the appeal of a career in manufacturing to tomorrow's workforce.

## ISSUE CONTENT: FEATURE STORIES, COMPANY PROFILES, RESOURCE LISTINGS

In addition to the manufacturer profiles, STUFF will include several feature stories:

- The vitality and future of manufacturing in Central Massachusetts
- Charts and graphs showing average earnings in advanced manufacturing
- Interviews with young workers who are climbing the career ladder at their company
- Success story – how a leading manufacturing executive got to where they are today
- Resource listings - for students looking for opportunities and training, and for manufacturers looking for financing, marketing and training resources



**ACME Manufacturing Inc.**

### At A Glance:



**Location:**  
Westborough  
**Top executive:**  
Roger Vanderlay

**Full-time employees:** 400

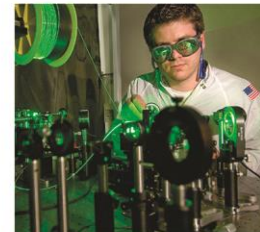
**Founded:** 1965

**Website:** www.acmemfg.com

Acme is a family owned, second generation manufacturer of .....  
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### Markets/ Customers:

Acme sells its products throughout North and South America, Europe and Asia through its own sales force and manufacturer reps. End users include the automotive, food processing and agricultural industries.....  
Clients include GE, Ford, Mercedes Benz, as well as large agricultural equipment manufacturers like John Deere.....



### Products:

Acme makes equipment that is used to.....  
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### Job Opportunities:

Our well trained workforce of 125 plus has been with Acme an average of 12 years. Many have received several promotions over the years as their experience and skills have grown. Jobs at the company include plant manager and coordinator,

mail order fulfillment, sterilization technicians, hydraulic lift operator as well as positions in accounting & administration, IT, marketing, sales and product leadership.  
To see a list of current openings visit our website and click on the opportunities tab.



### Employee Profile:

**Name:** John Lee  
**Position:** Sterilization technician  
**Age:** 26  
**School:** Assabet Regional Vocational School  
**Years at company:** 9

"Acme has been great to me - I've had three promotions in the last 5 years and I just bought my first house. I love the team atmosphere and working with our clients to solve their challenges."

## ELEMENTS OF

# Manufacturer Profile

- Name, address, year founded, number of employees (CEO photo optional)
- What your company makes, how your products are used and who you sell to (includes a couple photos)
- Job /Career opportunities & company benefits Which can also include your company's values and community involvement
- Employee Profile: a successful younger worker at your firm
- Our writers will interview you, write and design the profile for your approval!



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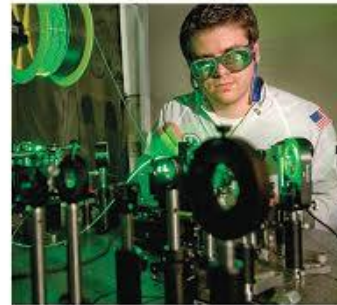
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**Website:** www.acmemfg.com

Acme is a family owned, second generation manufacturer of .....  
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# IN PRINT

STUFF will promote a greater awareness of manufacturing's importance to the local economy and connect manufacturers with other firms in the region, promoting collaboration. In addition, we'll work to educate students, parents and guidance counsellors about the many career options and overall attractiveness of working in the manufacturing industry.

## PRINT DISTRIBUTION:

Through area trade/vocational high schools.

Through guidance counselor offices in area high schools.

Through community colleges, as well as career counseling offices in all area colleges

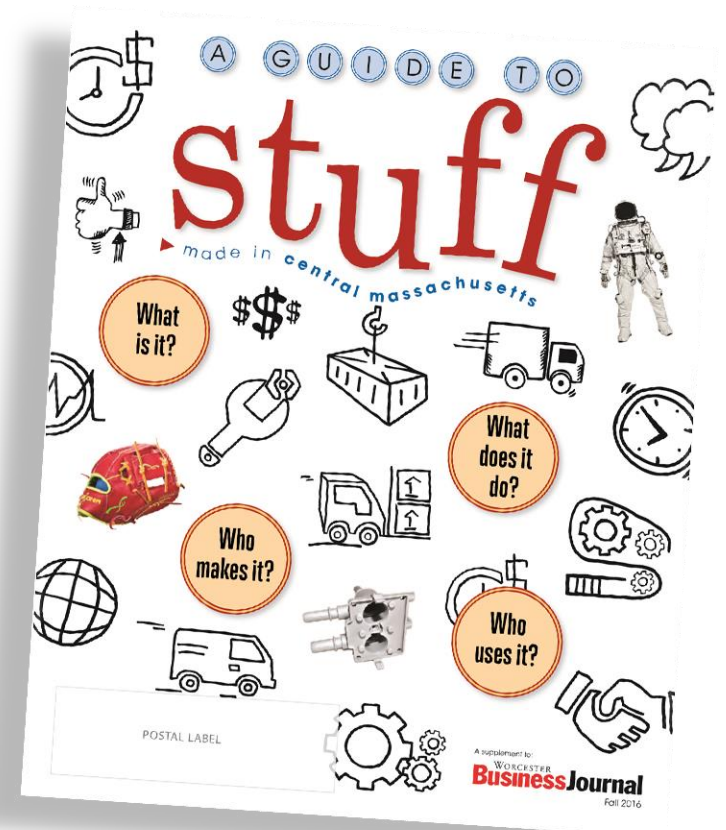
Through regional workforce investment boards and employment offices

Through regional chamber's of commerce and other business groups

As an insert to the full readership Worcester Business Journal (8,600)

Direct mailed to a bonus list of 1,000 top manufacturing executives in Central Massachusetts

At key business events and through sponsoring organizations



# ...AND ONLINE

## DIGITAL EDITION:

STUFF will also be offered as a digital edition, where company profiles can feature direct links to web sites and to videos or other digital content from each manufacturer.

## WEB SITE/DIGITAL DIRECTORY

We're also creating a web site for STUFF that employs a mobile friendly directory hosting key data from the company profiles and offering the capacity to serve up company videos. We'll also be soliciting emails from students at all levels (with a free i-pad mini giveaway for those that register) and stay in touch with them with regular emails containing video links, news items of interest, career and job seeking advice, and more. This will extend the brand and assure that your profile is getting seen and read for many months to come.



# Want to be a part of this unique publication for Central Mass Manufacturers?

## SHOW YOUR STUFF!

To find out more about a Profile for  
your company, contact

Mark Murray, Associate Publisher  
508-755-8004 (x227)

Or email:

[mmurray@wbjournal.com](mailto:mmurray@wbjournal.com)

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**Issue date: October 10**

