**"Made in Meeker"**

A County Wide Manufactures Marketing Strategy: Market What is "Made" in Meeker County

"Made in Meeker" is a privately led manufactures group that will collaborate to tell their stories of products manufactured, domestic and export distribution, national brand recognition and unique stories about their manufacturing facilities and history. This will help educate the county citizens and surrounding communities about the opportunities offered through your companies and to serve as a great future recruiting tool. This program has been led by manufactures in McLeod County for the past 5 years and has seen positive results in business collaborations, youth recruitment, employee retention and educating the pubic about what’s being manufactured right in their backyards.

The Meeker Development Corporation and Litchfield Chamber of Commerce will provide the "Round Table" for discussion and help in the administration of campaigns and meetings for this group. The goal is to support this manufactures group and help you achieve your goals and educate the public as we move forward.

Some ideas that have worked in other communities:

* "Made in Meeker" will be a Litchfield Area Chamber focus at the Business Showcase this May 6th. The idea is to kick off the "Made in Meeker" companies that can showcase their products, employment opportunities, and overall information with the "Made in Meeker" concept. This will get things ready for other marketing concepts throughout 2017-2018.
* "Made in Meeker” will have a presence at the Meeker Co. Fair. This year a special area of the fair will help to showcase your products and company. Create a buzz about your businesses, products and why young people should be interested in your company, stay local and work local.
* Consider area Career Fairs that can be customized for Manufactures with the brand "Made in Meeker". We feel this brand will be an ongoing campaign for many years to come. We know that recruitment, retention, and telling your story to younger people can create future employees for you company. If we can help enhance your company’s story and products to energize new and upcoming workers, we want to create those connections. These could be in several places throughout the county and coordinated with schools and businesses in the district.

Be a part of something incredible for your company and its future. We have witnessed the success of this program in other communities and have confidence there will be great outcomes and value to your company. Together we can educate, recruit, retain, and build an even brighter future together.