
News Release
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Student Videos Promote Careers in Manufacturing in Northwest Michigan

NORTHWEST, MI—A student produced video designed to showcase career opportunities in manufacturing has won the \$2,000 first prize in a Northwest Michigan Student Video Challenge. The winning team is from the Charlevoix-Emmet ISD TV and Film Production and Broadcasting program at Boyne City High School. The video was one of 10 entered in the Video Challenge organized by the Education Advisory Group (EAG) of the Northwest Michigan Workforce Development Board and sponsored by Northwestern Michigan College (NMC). The contest was designed to show what modern manufacturing jobs are really like and that there are opportunities for rewarding careers in the manufacturing industry.

The Boyne City team's video featured several northern Michigan businesses including ACAT Global of Charlevoix, and Industrial Magnetics and Precision Edge of Boyne City. Along with a \$2,000 prize for their school, each of the students on the winning team also received a \$100 gift card.

Team Alpha from the Traverse Bay Area Career Tech Center won the \$1000 second prize in the contest along with \$75 gift cards for each team member. Their video looked at the Manufacturing Technology Academy in Traverse City and featured Skilled Manufacturing, Inc. of Traverse City.

Along with Boyne City and the TBA Career Tech Center, teams from Ellsworth, Kalkaska, Traverse City West, and the Wexford/Missaukee Career Tech Center also entered the Student Video Challenge. All of the videos can be viewed at: nwm.org/video-challenge.

The EAG is made up of educators and business people, and advises the Northwest Michigan Workforce Development Board regarding the educational components of local plans and programs.

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Chairman: **Larry C. Inman**

Workforce Development

Board Chairman: **David R. Adams**

Chief Executive Officer: **Elaine Wood**



NOTE to Media: Images are oftentimes available upon request by e-mailing Tom White at tomwhite@nwm.cog.mi.us and stating preferences for resolution (300 dpi?), file format (.tif? .jpg?) and file size (1MB or less?). Or, phone (231) 929-5044. Check our online Media Room at: nwm.org/media

Founded in 1974, the Northwest Michigan Council of Governments (NWMCOG) facilitates and manages various programs and services for the 10 county region. These programs include Northwest Michigan Works, YouthBuild, Small Business & Technology Development Center, Procurement Technical Assistance Center, various business services, and many different regional planning initiatives in response to our communities' requests and needs. You will see the broad spectrum of workforce, business and community services NWMCOG offers if you visit our web site, nwm.org

NWMCOG's member counties are: Antrim, Benzie, Charlevoix, Emmet, Grand Traverse, Kalkaska, Leelanau, Manistee, Missaukee, and Wexford.