

Month	<a href="#">January</a>	<a href="#">February</a>	<a href="#">March</a>	<a href="#">April</a>	<a href="#">May</a>	<a href="#">June</a>	<a href="#">July</a>	<a href="#">August</a>	<a href="#">September</a>	<a href="#">October</a>	<a href="#">November</a>	<a href="#">December</a>
<b>Major Topic</b>	Membership Mtg. Craft Championship	Transit		Make-A-Wish	Graduation Transit	Education Golf	BIG Golf	Transit	STEP		Transit	Holiday Party
<b>Other Items</b>	Possible e-club event	MAW save-the-dates out		Possible PAC event	Skeet Shoot		STEP Applications due	STEP Applications submitted	Education Bundle Renewal Gun Raffle begins	Market Builders Guide Ads e-club renewal		Renew Transit Ads
<b>E-News 1:</b>	January meeting, craft championship, Advertising opps	MI Legislative Day, STEP apps	Transit	Graduation	Graduation, Education Golf Outing, Transit	EIE Golf, BIG Golf Outing	BIG Golf Outing, Fall Registration	Transit, STEP	Gun Raffle		Transit, Holiday Party	January Membership Meeting
<b>E-News 2:</b>	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Dates to know monthly email												
<b>Education</b>	Winter Semester Begins	Scholarship Deadline				Fall Semester registration	Fall Semester registration	Fall Semester Begins	High school visits begin	JumpStart	Winter Semester registration	Winter Semester registration

## January

<b>Major Topic</b>	<b>Membership Meeting</b>	
	Sponsorship flyer	Emailed to members 5 weeks before event
	Invitations	Mailed 4 weeks before event
	Powerpoint	Prepare for day of event
	Facebook	Post information 4 weeks and 2 weeks before event
	Email	Eblast and Outlook to be sent out regularly leading up to event
	<b>Craft Championships</b>	
	Sponsorship flyer	Emailed to members 5 weeks before event
	Facebook	Post information 4 weeks and 2 weeks before event
	Email	Eblast and Outlook event information 3 weeks before event
<b>Other Items</b>	Possible e-club event (tbd by ceo)	

<b>Press Release</b>	Craft Championship
<b>Press Release</b>	Third Jump Start - Midland
<b>Press Release</b>	

<b>Email</b>	New Members - Friday after BOD meeting	
<b>Email</b>	Dates to Know	Last week of the month with next months meeting dates
<b>E-News 1:</b>	<b>Welcome to 2014</b> , Advertising Opportunities, Craft Championship, January Membership Mtg, Upcoming Events	
<b>E-News 2:</b>	<b>Discount Card Intro</b> , January meeting, Craft Championship, Crane, HBA Building Trades Fundraiser, upcoming events	
<b>Email Blast:</b>	Associate Focus	Hantz Financial

<b>Education</b>	Winter Semester Begins	
	Jump Start session 3 - Midland	

## February

<b>Major Topic</b>	<b>Transit</b>	
	Digital	Post online when flipbook is finished. Eblast and FB link
	Print	100 copies printed for distribution

<b>Other Items</b>	MAW Save-the-dates out

<b>Press Release</b>	Craft Championship post-event
<b>Press Release</b>	Scholarship Deadline
<b>Press Release</b>	

<b>Email</b>	New Members - Friday after BOD meeting	
<b>Email</b>	Dates to Know	Last week of the month with next months meeting dates
<b>E-News 1:</b>	Upcoming Events, <b>ABC MI Legislative Day</b> , STEP Applications, Craft Instructor Nominations	
<b>E-News 2:</b>	<b>National Safety award winners</b> , Flexitallic seminar, Electric Code, JCN registration info, upcoming events	

<b>Education</b>	Scholarship Deadline marketing
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## March

**Major Topic**

Transit Q1

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**Other Items**

Business Link postcard

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Builder's Showcase - Mill End Lofts

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<b>Press Release</b>	MAW Announcement
<b>Press Release</b>	AMI customized training program
<b>Press Release</b>	Craft Championship

<b>Email</b>	New Members - Friday after BOD meeting
<b>Email</b>	Dates to Know
<b>E-News 1:</b>	<b>Q1 Transit</b> , businessLINK, Builder's Showcase - Mill End, Electric Code, Craft Instructor of the Year, upcoming events, JCN
<b>E-News 2:</b>	<b>Builder's Showcase</b> , ABC Member discount program, Thank You flexitallic seminar, SPACE Warranty program, Electric Code, Gun raffle winner, upcoming events, JCN

Last week of the month with next months meeting dates

<b>Education</b>	
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## April

<b>Major Topic</b>	Make-A-Wish	
	Save The Date	Mailed 10 weeks before event
	Tickets	Printed 10 weeks before event
	Sponsorship flyer	Emailed to members 8 weeks before event
	Invitations	Mailed 6 weeks before event
	Auction table tents and various pieces	Prepare for day of event
	Powerpoint	Organized by committee
	Facebook	Post information throughout 2 months prior

<b>Other Items</b>	Possible PAC Event (tbd by PAC committee)
	Sporting Clay Shootout promo - May event
	Graduation promo - May event

<b>Press Release</b>
<b>Press Release</b>
<b>Press Release</b>

<b>Email</b>	New Members - Friday after BOD meeting	
<b>Email</b>	Dates to Know	Last week of the month with next months meeting dates
<b>E-News 1:</b>	Sporting Clay Shootout, Hantz Social Security Seminar, Electric Code, 10-hour MIOSHA, Blog sign up info, upcoming events, JCN	
<b>E-News 2:</b>	MAW, upcoming events, member hilight	

<b>Education</b>	
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## May

<b>Major Topic</b>	<b>Graduation</b>	
	Sponsorship flyer	Emailed to members 5 weeks before event
	Invitations	Mailed 4 weeks before event
	Powerpoint	Prepare for day of event
	Facebook	Post information 4 weeks and 2 weeks before event
	Email	Eblast and Outlook sent regularly prior to event
	<b>Transit</b>	
	Digital	Post online when flipbook is finished. Eblast and FB link
	Print	100 copies printed for distribution
	<b>Other Items</b>	Skeet Shoot

<b>Press Release</b>	Graduation
<b>Press Release</b>	MAW - post event
<b>Press Release</b>	

<b>Email</b>	New Members - Friday after BOD meeting	
<b>Email</b>	Dates to Know	Last week of the month with next months meeting dates
<b>E-News 1:</b>	<b>Graduation</b> , Upcoming Events, member hilight	
<b>E-News 2:</b>	upcoming events, member hilight	

<b>Education</b>	
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**June**

<b>Major Topic</b>	<b>Education Golf Outing</b>	
	Sponsorship flyer	Emailed to members 6 weeks before event
	Facebook	Post information 4 weeks and 2 weeks before event
	Email	Eblast and outlook sent regularly prior to event
	Signage	Determine what signage is needed at week prior to event
<b>Other Items</b>		

<b>Press Release</b>	Fall Registration
<b>Press Release</b>	
<b>Press Release</b>	

<b>Email</b>	New Members - Friday after BOD meeting	
<b>Email</b>	Dates to Know	Last week of the month with next months meeting dates
<b>E-News 1:</b>	<b>Education Golf Outing</b> , Upcoming Events, member hilight	
<b>E-News 2:</b>	upcoming events, member hilight	

<b>Education</b>	Fall Registration
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## July

<b>Major Topic</b>	<b>BIG Golf</b>	
	Sponsorship flyer	Emailed to members 6 weeks before event
	Facebook	Post information 4 weeks and 2 weeks before event
	Email	Eblast and outlook sent regularly prior to event
<b>Other Items</b>	Signage	Determine what signage is needed a week prior to event
	Possible e-club event (tbd by ceo)	

<b>Press Release</b>	Fall Registration
<b>Press Release</b>	
<b>Press Release</b>	

<b>Email</b>	New Members - Friday after BOD meeting	
<b>Email</b>	Dates to Know	Last week of the month with next months meeting dates
<b>E-News 1:</b>	<b>BIG Golf</b> , Fall Registration, Upcoming Events, member hilight	
<b>E-News 2:</b>	Fall Registration, upcoming events, member hilight	

<b>Education</b>	Fall Semester Registration
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## August

<b>Major Topic</b>	<b>Transit</b>	
	Digital	Post online when flipbook is finished. Eblast and FB link
	Print	100 copies printed for distribution

<b>Other Items</b>	Hengesbach Golf Outing

<b>Press Release</b>
<b>Press Release</b>
<b>Press Release</b>

<b>Email Blast</b>	New Members - Friday after BOD meeting	July/August together
<b>Email</b>	Dates to Know	Last week of the month with next months meeting dates
<b>E-News 1:</b>	Transit, Fall Classes, Upcoming Events, member hilight	
<b>E-News 2:</b>	upcoming events, member hilight	

<b>Education</b>	Fall Semestser Begins
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## September

Major Topic	STEP	
	Sponsorship flyer	Emailed to members 6 weeks before event
	Invitations	Mailed 4 weeks before event
	Event Program	1 week before event to printer
	Powerpoint	Prepare for day of event
	Facebook	Post information 4 weeks and 2 weeks before event
	Press Release	Week following event - announcing winners
	Email	Eblast and outlook regularly prior to event
<b>Other Items</b>	Education Bundle Renewal	second week - email current sponsors first, then seek out others who may be interested.
	Gun Raffle Begins	Design flyer, Send eblast, Outlook and to all instructors etc., FB
	Political event	Eblast 2 weeks before, Jimmy sending to board etc., FB

<b>Press Release</b>	JumpStart - Midland and Lansing
<b>Press Release</b>	STEP Award winners
<b>Press Release</b>	MACF Grant

<b>Email</b>	New Members - Friday after BOD meeting	
<b>Email</b>	Dates to Know	Last week of the month with next months meeting dates
<b>E-News 1:</b>	<b>Beer &amp; Politics</b> , MACF grant, Gun raffle, Transit link, Fall JumpStart, Upcoming Events, member hilight	
<b>E-News 2:</b>	<b>E-Club Breakfast</b> , Gun raffle, Beer & Politics, Heiden press release, Chamber summit event, Member Hilight (Auto-Lab)	
<b>Email Blast</b>	Associate Foucs - weekly	Auto-Lab & Adam's Auto Repair, SPACE

<b>Education</b>	High school visits begin	Determin if any give aways/literature needs to be ordered
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## October

<b>Major Topic</b>	<b>New Website Launch</b>	
	Postcard	Design and print. Send the week it is made live
	Email Announcement	Friday before and Monday after launch
	Facebook	Multiple times prior to and after launch
<b>Other Items</b>	Retail Marketing	
	e-club breakfast	Eblast, FB, Outlook, web site calendar
	E-Club renewal	first week
	Calendar Ads	second week
	Registration	third week
	Buyer's Guide	Roll-out new business development tool - ad sales
	Dues	fourth week
	Women of Construction	Eblast 3 weeks before, FB and Outlook 2 weeks before

<b>Press Release</b>	First Ward Training Launch
<b>Press Release</b>	Jump Start kick-off
<b>Press Release</b>	

<b>Email Blast</b>	New Members - Friday after BOD meeting	September/October together
<b>Email</b>	Dates to Know	Last week of the month with next months meeting dates
<b>Email</b>	Electric Code Update Class	
<b>E-News 1:</b>	<b>New Website Launch</b> , JumpStart updates, Upcoming Events	
<b>E-News 2:</b>	Instrumentation 3, <b>new website blogs</b> , upcoming events, diversity award info, Hazard Communications, National Webinars	
<b>Email blast</b>	Associate Focus - weekly	Thelen Auto Group, Legal Shield, Ashford Business Solutions

<b>Education</b>	JumpStart	Any marketing items as needed
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## November

<b>Major Topic</b>	<b>Transit</b>	
	Digital	Post online when flipbook is finished. Eblast and FB link
	Print	100 copies printed for distribution
<b>Other Items</b>	Builder's Guide	Design work wrapping up and prepare for print
	Holiday Card	Design and prepare for printing

<b>Press Release</b>	Winter Semester Registration
<b>Press Release</b>	
<b>Press Release</b>	

<b>Email</b>	New Members - Friday after BOD meeting	
<b>Email</b>	Dates to Know	Last week of the month with next months meeting dates
<b>E-News 1:</b>	<b>Holiday Party</b> , Winter Semester, Upcoming Events, Drug-free workplace pledge	
<b>E-News 2:</b>	<b>Holiday Party</b> , Political press release, winter semester, drug-free workplace, upcoming events	
<b>Email Blast</b>	Associate Focus - weekly	Wolverine Bank, Michigan Uniform & Apparel

<b>Education</b>	Press release for Winter Registration	Fall Jump Start items as needed
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## December

### Major Topic

<b>Holiday Party</b>	
Sponsorship flyer	Emailed to members 6 weeks before event
Invitations	Mailed 4 weeks before event
Event Program	1 week before event to printer
Email	Eblast and outlook prior to event
Facebook	Post information 4 weeks and 2 weeks before event

### Other Items

Transit Ad Renewal for 2014	Contact current advertisers and solicit new ones. Determine next year's submission dates
Builder's Guide	To print and ready for distribution

<b>Press Release</b>
<b>Press Release</b>
<b>Press Release</b>

<b>Email</b>	New Members - Friday after BOD meeting
<b>Email</b>	Dates to Know Last week of the month with next months meeting dates
<b>E-News 1:</b>	<b>January Membership</b> , Local Craft Championship, ABC Cares wish grant, Upcoming Events
<b>E-News 2:</b>	Transit renewal, upcoming events
<b>Email Blast</b>	Associate Focus - weekly

<b>Education</b>	Winter Semester Registration
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