



## **MSI STAFF DISCUSS LICENSE PLATE OPERATIONS WITH LOCAL RADIO PROGRAM**

On July 29, 2010, Will Rondeau, Plant Manager of MSI's License Plate Factory inside Gus Harrison Correctional Facility (ARF) along with factory Supervisor Jim Brockway, MSI Sales Representative Luanne Peeper, and Marketing Specialist Tujauna White were on "Ask the Professional," a radio program that airs daily on Adrian's Buzz 102.5. The popular radio program presents topics of interest from businesses to their listeners. Will and Jim did most of the talking and gave an overview of the license plate operation.



Jim Brockway was very instrumental in the launch of the Booster Plate Program which by law can only market to government and non-profit organizations.

*L to R: Luanne Peeper, Tujauna White, Will Rondeau, Jim Brockway, and radio host Stacey Dopp.*



Will stressed the importance of giving back to the community by offering a product that is becoming quite a popular craze among school booster clubs, churches, fire departments, and others throughout Michigan. The factory produces fundraising booster plates and coasters. The plates are also available in a new embossed style. Sample plate styles have also been marketed to non-profit organizations in order to broaden marketing efforts. The coasters are made of 100% recycled materials!! Booster clubs can then sell them at events to raise money for various programs.

The program is an excellent fund-raising opportunity. Plates and coasters are very colorful and designed with the school or organization logo, name, mascot or desired legend. Will told the listeners how fun some projects are including the plates MSI designed for the 13th Annual Jimmy Buffet Fair held in Caseville, MI. The plate says "Cheeseburger in Caseville," and was designed with fluorescent pink and blue colors. Will commented, "Organizers were hopeful Jimmy Buffet would show up for it!!" Will is very excited about the program and wants to get the word out to all MDOC facilities as well.

ARF's employee club purchased 200 plates with the DOC embossed badge. They customized the plates with up to five embossed characters on each plate. Along with plates, the employee club purchased 50 sets of coasters. Within two weeks, 150 more sets of coasters were purchased!!



To learn more about the MSI License Plate Booster Program and get additional ordering information please visit the MSI Website at the following link:

[http://www.michigan.gov/msi/0,1607,7-174-23873\\_24652---,00.html](http://www.michigan.gov/msi/0,1607,7-174-23873_24652---,00.html) or visit MSI on our new Facebook page at [www.facebook.com](http://www.facebook.com) and become an MSI fan! At the end of the broadcast, Tujauna followed up with information on how to access the MSI website to view products and services, and encouraged listeners to become fans of their Facebook page. Will received numerous calls later that day from various non-profit organizations and MSI now has a few new Facebook fans!