

New York State

MAPLE PRODUCERS ASSOCIATION

GWC

Ghostwriters Communicatins, Inc.
PO Box 6004
Rutland, VT 05702-6004
ph: 802.747.7900
fax: 802.747.7989



New York State Maple Producers Association, Inc.

The 500+ member New York State Maple Producers Association, is one of Ghostwriters Communications' largest and most well-known clients in

NYS. Through GWC's efforts, the organization has obtained funds for planning and constructing the 1600 s.f. Maple Center at the NYS Fair; and launched a highly visible and well-supported marketing campaign highlighting the many award-winning pure maple products made in NYS. GWC's team of writers, designers, and media services specialists developed and produced numerous integrated communications products including a membership newsletter, a consumers guide and informational brochure, recipe cards, an interactive website linking sugarhouse locations via Google Earth, and TV and radio appearances to support the annual Maple Weekend™ open house campaign.



Promotional Brochure



Maple Weekend Rack Card



The Pipeline, NYSMPA's Quarterly Newsletter



Interpretive Display



Maple Recipes Rack Card



Sample of Maple Recipe Cards



NYSMPA Website



Maple Coffee and Tea Products

