



MANUFACTURERS' ASSOCIATION
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MEDIA INFORMATION

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**Manufacturers' Association Names New
Marketing and Membership Manager**

York, PA – The Manufacturers' Association, a growing regional trade association serving business in south-central Pennsylvania and north-central Maryland, has announced the appointment of Todd Willman to lead the association's marketing and membership activities.

A resident of Chambersburg, PA, Willman's experience has included heading marketing and communications roles for global companies such as GGS Information Services, JLG and Grove. He has also been responsible for marketing and business development for two regional airlines serving locations throughout Pennsylvania and Maryland.

His professional background includes strategic planning, branding and positioning, event and show management, collateral production, video and digital marketing, and media relations.

He is the recipient of several juried awards for excellence in creative campaign development, B2B video marketing, and Internet site content and navigation. In the past he has been a contributing writer to several trade publications, and has served on various advisory committees for national trade associations serving the construction, rental, access and aviation industries.

For information regarding the many membership benefits of the Manufacturers' Association, visit the association's website at www.mascpa.org or call (717) 843-3891.