Oconee Economic Alliance celebrates manufacturing

THE JOURNAL STAFF

SENECA — The Oconee Economic Alliance celebrated the fifth annual national Manufacturing Day on Friday with the release of the third video in its "Made In Oconee" campaign.

The newest video highlights the change in perception of Oconee County students when they see the inside of a manufacturing facility.

Manufacturing Day occurs on the first Friday of October and addresses common misperceptions about manufacturing by giving manufacturers an opportunity to open their doors and show, in a coordinated effort, what manufacturing is — and what it isn't.

"Made In Oconee" is a coordinated marketing initiative to enrich the relationship between local manufacturers and the School District of Oconee County. This multi-tiered campaign highlights products made in Oconee County and the people who make them.

"We couldn't be happier to coincide the release of the third part of our 'Made In Oconee' series with national Manufacturing Day," said Caroline Warner, the marketing and research manager for the OEA. "As was shown in the first two videos in the series, there are many misconceptions that we still have to overcome in regards to manufacturing.



COURTESY OF THE OEA

The Oconee Economic Alliance unveiled the third video in its "Made in Oconee" campaign Friday to coincide with the fifth annual national Manufacturing Day.

"We want students in Oconee County, as well as all across the state, to have the chance to see inside these facilities and see just how exciting and dynamic a career in manufacturing can be."

The third video features three former West-Oak High School students who were a part of the initial video. After offering their unguarded opinions on manufacturing, they toured Itron in West Union and explained how their perceptions had changed.

For more information and to watch the videos, visit MadeInOconee.com.