

# West Michigan Airport Authority

270 South River Avenue, Holland, MI 49423  
P (616) 355-1310 F (616) 546-7056

Comprising City of Zeeland, Park Township and City of Holland



**DATE:** December 11, 2017

**SUBJECT:** WMAA Communications Committee Board Update

Tier 1 (most important)

## UPDATE WEBSITE ON A CONTINUAL BASIS

- Please check the WMRA website for news and updates. [www.WestMichiganRegionalAirport.com](http://www.WestMichiganRegionalAirport.com)

## SOCIAL NETWORKING

- WMRA's Facebook page is online listed as "West Michigan Regional Airport." Please take a moment to visit and "Like" the page, make a comment, and share with colleagues, friends and family.

The WMRA Facebook page has 2,513 "Likes."

### *Operation Good Cheer*

West Michigan Regional Airport added 10 new photos — with Rachel Todd Hendershot and John F Hendershot. 21 hrs · 🌐

Operation Good Cheer flies in 100's of Christmas presents to West Michigan Regional Airport (WMRA)! This is the 11th year Operation Good Cheer has dropped off presents to area agencies' Bethany Christian Services and Pathways for foster children that live in the surrounding counties. Six planes, loaded with gifts, flew into WMRA. Together, volunteers formed a human chain to remove the presents from the plane to a waiting truck or backs of cars. A huge party is planned for the... See More



WMRA Apron



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### *West Coast Leadership Tour*

West Michigan Regional Airport added 2 new photos. November 27 at 9:58am · 🌐

Members from the West Coast Leadership took a tour of the new airport office building. Greg Robinson, Airport Manager, and Terry Boer, President of Tulip City Air Service, shared information on why the airport is an important community asset. The group came away with a deeper understanding of how WMRA is a gateway to the world and part of our community's place.



- WMRA's Twitter microblogging account is up and "Tweeting." Please join in and add your "Tweets."

The West Michigan Airport Authority will provide the public with state-of-the-art global air access to strengthen the local economy and improve the area's quality of life.

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Tier 2 (*important*)

### **PRESS RELEASES/NEWS ARTICLES**

- 11.26.17 Holland Sentinel, Sydney Smith “Outgrown”

### **2016-2017 PARADES & EVENTS**

- The jet float will be in the **Tulip Time Muziekparade** for the 8<sup>th</sup> year on Saturday, May 12, 2018  
The float received a Director’s Award for “Creativity” from the Tulip Time Board in 2013 and 2015.
- **Wings\_of Mercy CareAffaire:** Saturday, August 25, 2018  
The 2017 Wings of Mercy Runway 5K and CareAffaire exceeded all expectations with a record crowd and perfect weather. Over 700 pancake breakfasts were served by our local Lions Club and approximately \$30,000 dollars were donated.
- **Zeeland’s Pumpkinfest Parade:** Saturday, October 6<sup>th</sup>, 2018  
Join us for family fun as the jet float taxis its way down the parade runway dressed in a fall theme.

### **PRESENTATIONS/SPEAKING ENGAGEMENTS**

- If you would like to schedule a presentation/speaking engagement please contact a communications representative.

TIER 3 (*less important*)

- **WMAA E-NEWS**

The eNews will be sent in December 2017.

- **ASCENT, HISTORY OF THE AIRPORT BOOK**

The book has made well accepted in the community. So far over 300 books have been sold.

Two promotional ads will be placed in the Holland Sentinel: Sunday, December 3 and Sunday, December 10.

### **PLEASE CONTACT KAREN IF YOU HAVE ANY QUESTIONS OR COMMENTS.**

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