

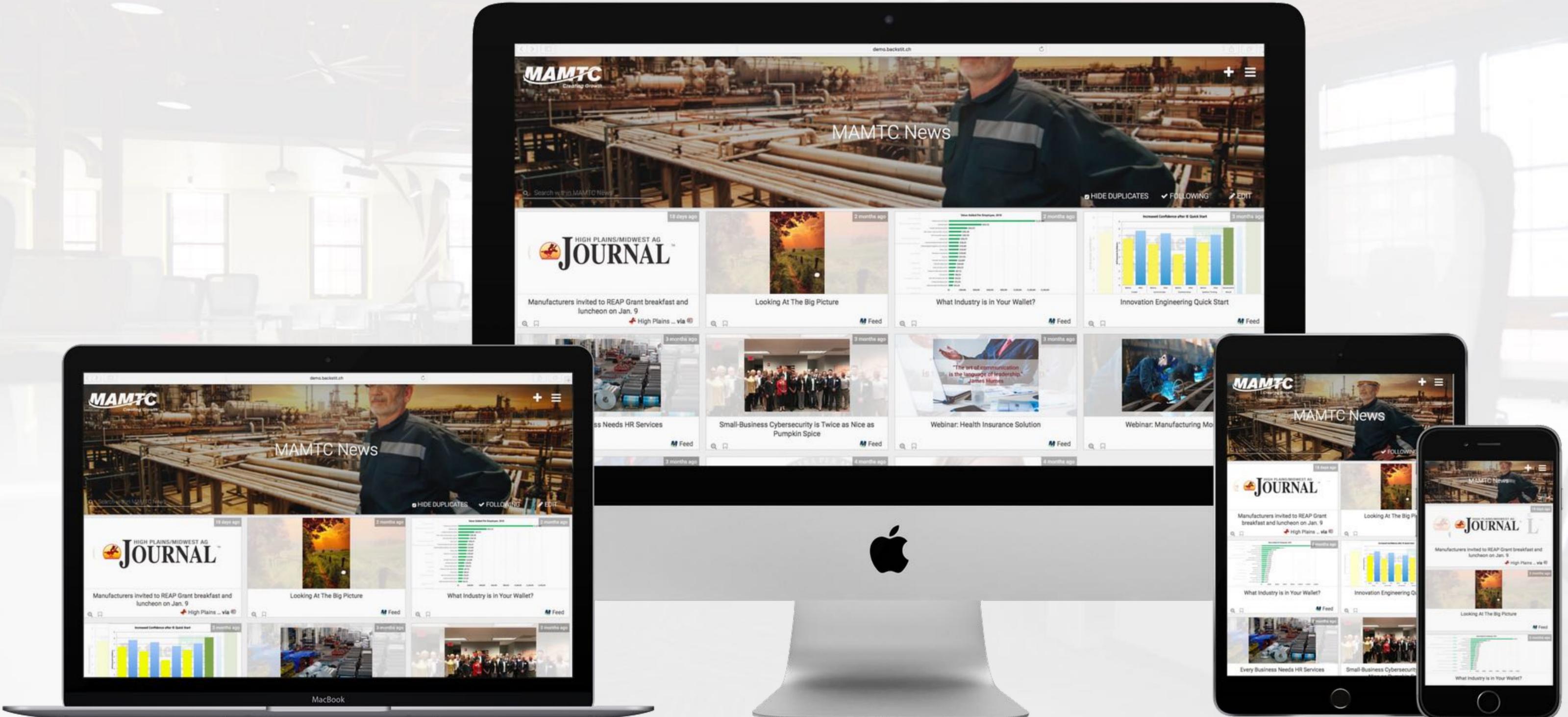
# *backstitch*

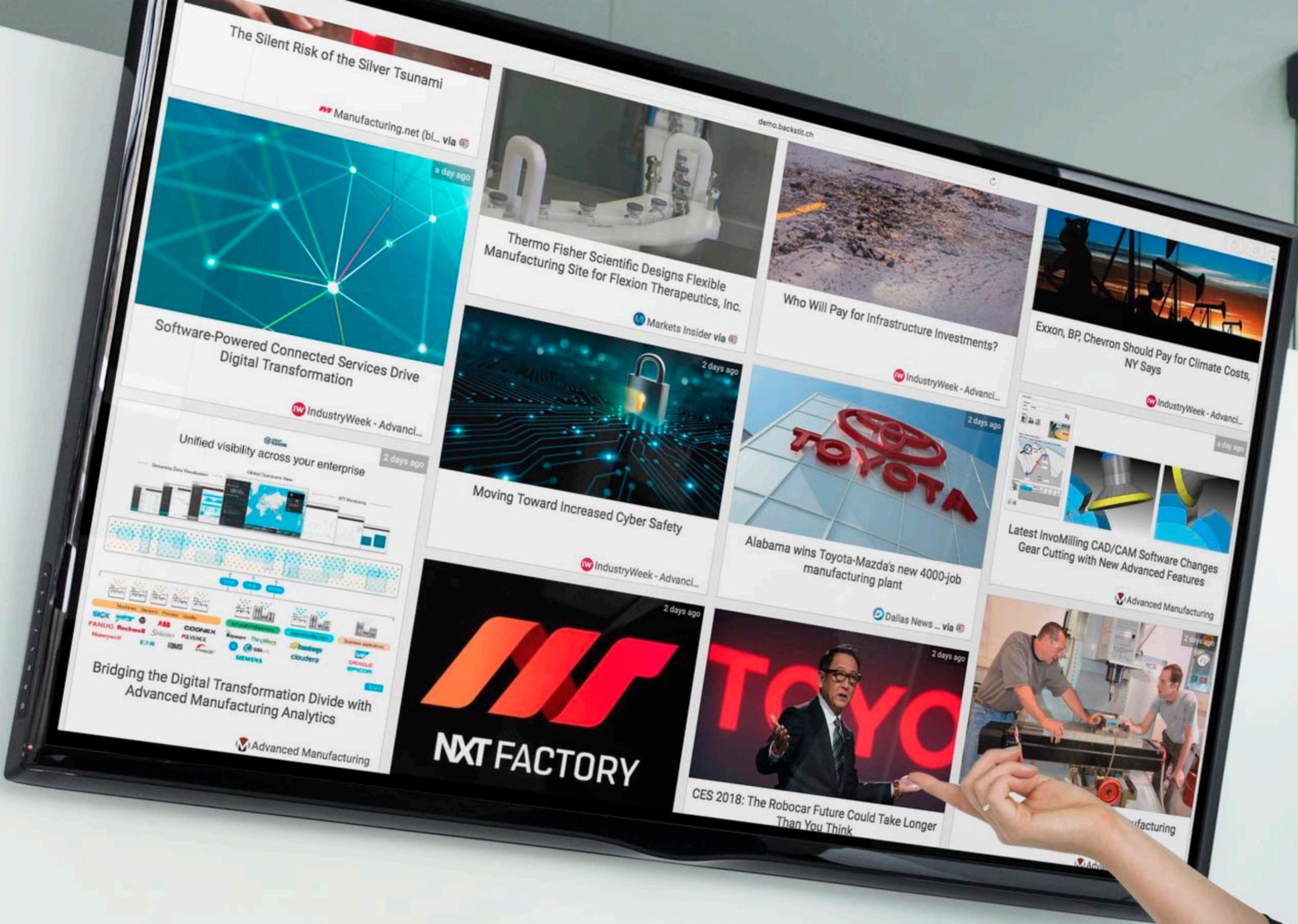
**MAMTC**  
Creating Growth

Lookbook

*January 2018*

# Reach All Team Members, On Every Device





# Craft Internal Content

The screenshot shows a web editor interface for a page titled "MAMTC RECEIVES REAP GRANT". The browser address bar shows "studio.backstt.ch". The page header includes the MAMTC logo and a user profile "Mamto\_setup". A left sidebar contains several tool options: Button Creator, Poll Builder, Post Summary, Translate Language, Feedback Tracker, PDF Version, Share to Twitter, and Web Version. The main content area features a rich text editor with the following text:

**Mid-America Manufacturing Technology Center (MAMTC)** has been awarded a Rural Energy for America Program (REAP) Energy Audits and Renewable Energy Development Grant by the United States Department of Agriculture Rural Development agency. This funding will enable MAMTC to perform low cost energy audits for rural manufacturers because it helps offset MAMTC's costs of conducting audits. According to the Kansas division of the USDA Rural Development, MAMTC is the first entity in Kansas to receive such funding.

The [Rural Energy for America Program](#) provides grants and loan guarantees to small businesses and agricultural producers in rural areas to complete renewable energy and energy efficiency projects on their facilities. By being able to perform low cost energy audits for these businesses, MAMTC can help identify how these businesses can upgrade their facilities to help save money on utilities, lower their carbon emissions, and run more efficiently.

Below the text is a video player showing a man speaking at a podium. The video title is "Mark Chalfant - CEO of Mid-America Manufacturing Tech...". The podium has a sign for the "MANHATTAN ROTARY CLUB". A banner in the background reads "THE FOUR-ARY TEST: First, I shall do no harm. Second, I shall build GOOD WILL and BETTER FRIENDSHIPS. Third, I shall be BENEFICIAL to all concerned." A red checkmark icon is visible in the bottom right corner of the editor.

# Craft Internal Content

The screenshot shows a web editor interface for a page titled "MAMTC RECEIVES REAP GRANT". The browser address bar shows "studio.backstt.ch". The page header includes the MAMTC logo and a user profile "Mamto\_setup". A left sidebar contains navigation options: CLIPS, ASSETS, and TOOLS. Under TOOLS, there are icons and labels for: Button Creator, Poll Builder, Post Summary (highlighted), Translate Language, Feedback Tracker, PDF Version, Share to Twitter, and Web Version. The main content area is dimmed, showing a rich text editor with a "Post Summary" dialog box open. The dialog box has a title "Post Summary" and a "Summary Length" indicator. The text inside the dialog reads: "Tiffany Stovall, Vice President of Partnership Operations at MAMTC, explains, 'Our plan is to serve 15-20 rural small businesses in Kansas with this grant, doing low cost energy audits that help identify areas where they can reduce costs and improve efficiency.'" At the bottom of the dialog are "CANCEL" and "INSERT" buttons. The background content is partially visible, showing text about energy audits and a video player.

# One-Click Surveys and Polls

The screenshot displays a web editor interface for a page titled "MAMTC RECEIVES REAP GRANT". The browser address bar shows "studio.backstt.ch". A left-hand sidebar contains a "TOOLS" section with the following options: Button Creator, Poll Builder, Post Summary, Translate Language, Feedback Tracker, PDF Version, Share to Twitter, and Web Version. The "Poll Builder" tool is active, showing a modal window with the question "Are you up to date on company news?". Below the question are four response options: "Yes!" (black dot, #000000), "Somewhat" (green dot, #000033), "No" (yellow dot, #FF0000), and "Response" (red dot, #CC0000). At the bottom of the modal are buttons for "ADD RESPONSE", "CANCEL", and "INSERT". The background shows a blurred article snippet with text about MAMTC receiving a grant from the Kansas Department of Energy Audits and Energy Efficiency, and a video player at the bottom.

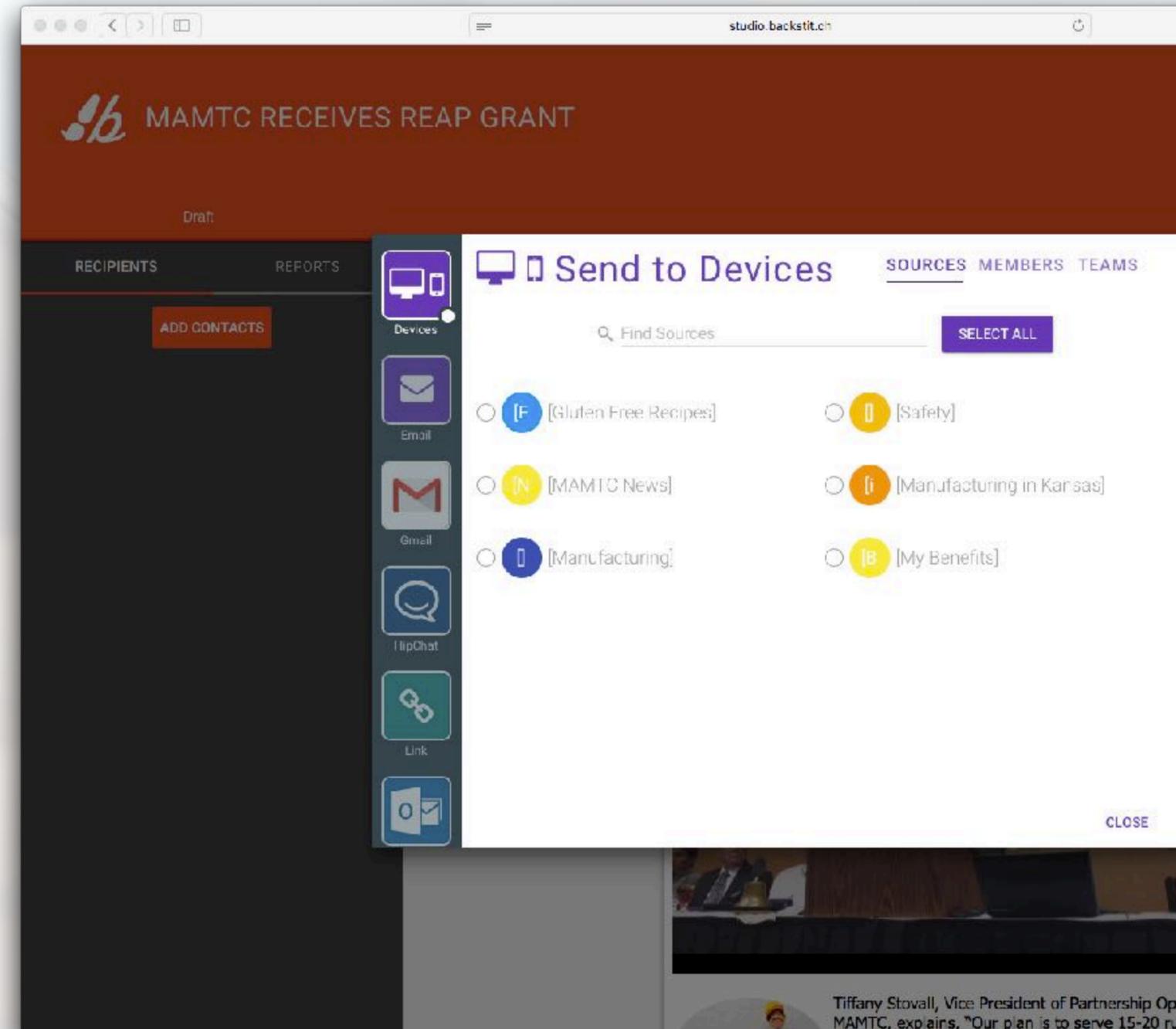
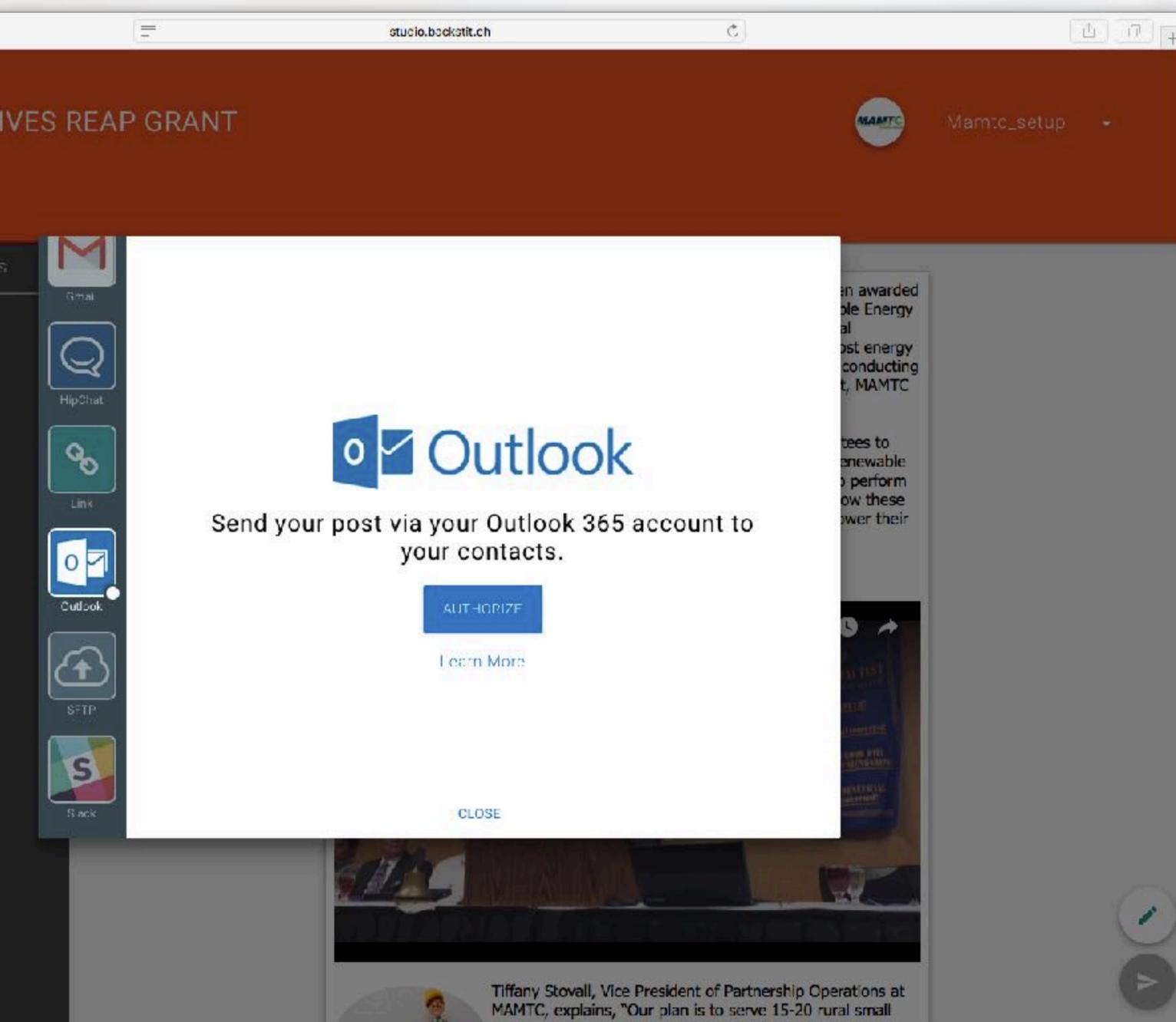
# Draft and Distribute Internal Newsletters

The screenshot displays a web-based content management system (CMS) interface. At the top, the browser address bar shows 'studio.backstt.ch'. The main header area features a logo on the left and the text 'MAMTC RECEIVES REAP GRANT' in the center. On the right side of the header, there is a circular logo with 'MAMTC' and a dropdown menu labeled 'Mamtc\_setup'.

The interface is divided into several sections:

- Left Sidebar:** Contains navigation tabs for 'CLIPS', 'ASSETS', and 'TOOLS'. Below these is a search bar labeled 'Search Manufacturing'. A list of article thumbnails is visible, each with a title and a small 'IW' logo. The selected article is 'Four Digital Trends Manufacturers Should Watch for in 2018'.
- Central Editor:** A modal window for editing the selected article. It includes a 'Template' dropdown set to 'GRID'. The 'Lead Image' field contains a placeholder with the text 'Drag & drop a photo or click to upload.' Below this, the 'Source' is 'IndustryWeek - Advancing the Business of Manufacturing', the 'Title' is 'Four Digital Trends Manufacturers Should Watch for in 2018', and the 'Short Text' is 'From IoT efficiencies to cobots, manufacturing is poised for a "technology renaissance."...'. A 'Read More' button is visible at the bottom of the editor.
- Preview:** A preview of the article's layout, showing the lead image, the source, the title, the short text, and a 'Read More' button.
- Bottom:** A 'READ ARTICLE' button is located at the bottom left of the preview area. At the bottom right, there are 'CANCEL' and 'INSERT' buttons. A red circular button with a white checkmark is also visible in the bottom right corner of the interface.

# Publish to New & Existing Channels



# Securely Authenticate Hourly Employees



Employee ID

Last Name

Password

Sign up



### Employee Opt-In Agreement

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Starts **Apr 4, 2016 12:00 PM**

Fri Apr 1	6	45	
Sat Apr 2	10	50	
Sun Apr 3	11	55	AM
<b>Today</b>	<b>12</b>	<b>00</b>	<b>PM</b>
Tue Apr 5	1	05	
Wed Apr 6	2	10	
Thu Apr 7	3	15	

Time Zone Chicago >

Ends 1:00 PM

**Start Shift**



### Employee Opt-In Agreement

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

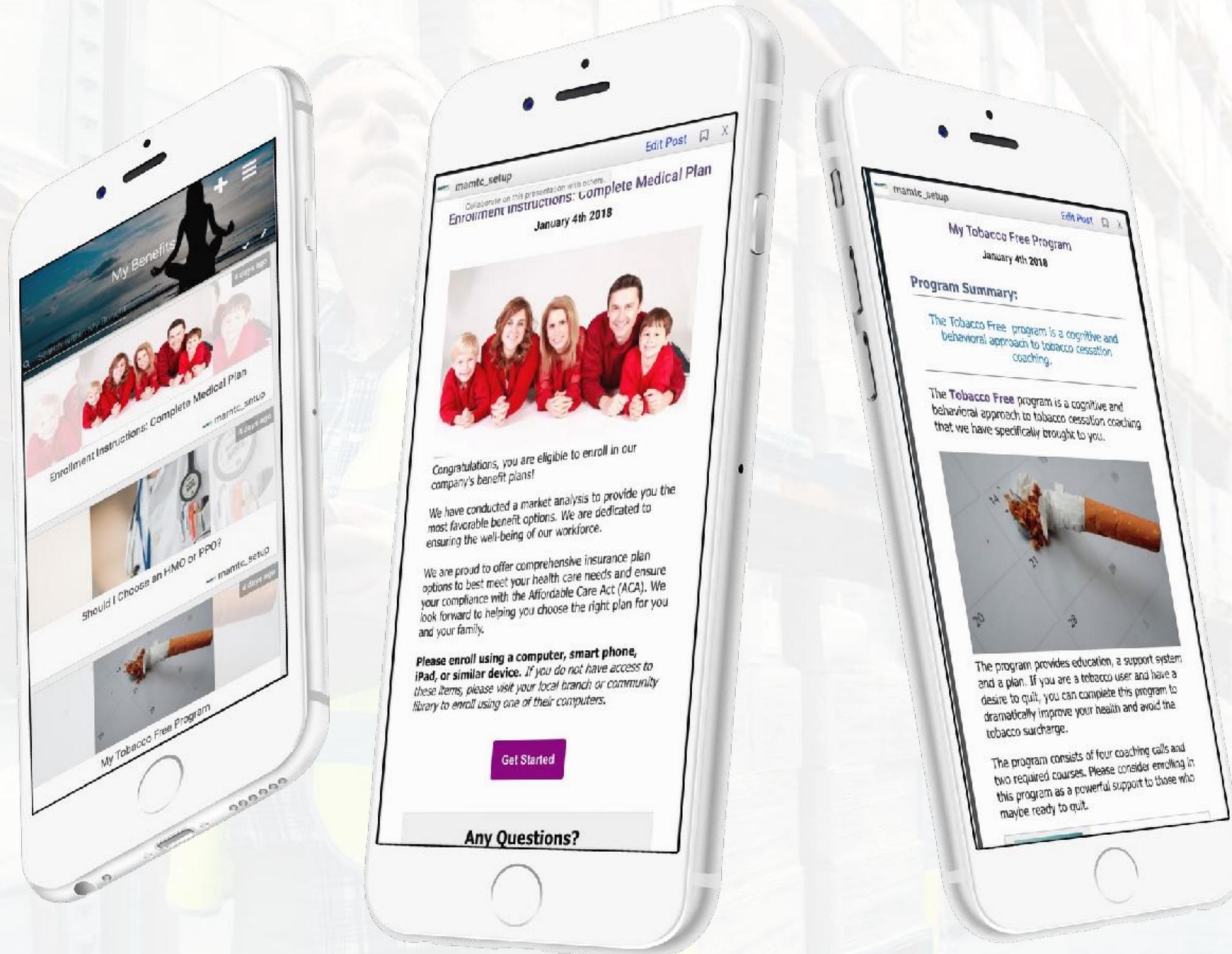
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**X** John M. Smith

**I Agree**



# Access Materials in the Field



AP 35 1 AP 35 2 AP 35 3 AP 35 4  
AP 35 5 AP 35 6 AP 35 7 AP 35 8

My Benefits

Enrollment Instructions: Complete Medical Plan

Should I Choose an HMO or PPO?

My Tobacco Free Program

mamtc\_setup

Collaborate on this presentation with others.

### Enrollment Instructions: Complete Medical Plan

January 4th 2018



Congratulations, you are eligible to enroll in our company's benefit plans!

We have conducted a market analysis to provide you the most favorable benefit options. We are dedicated to ensuring the well-being of our workforce.

We are proud to offer comprehensive insurance plan options to best meet your health care needs and ensure your compliance with the Affordable Care Act (ACA). We look forward to helping you choose the right plan for you and your family.

**Please enroll using a computer, smart phone, iPad, or similar device. If you do not have access to these items, please visit your local branch or community library to enroll using one of their computers.**

[Get Started](#)

**Any Questions?**

mamtc\_setup

### My Tobacco Free Program

January 4th 2018

**Program Summary:**

The Tobacco Free program is a cognitive and behavioral approach to tobacco cessation coaching.

The Tobacco Free program is a cognitive and behavioral approach to tobacco cessation coaching that we have specifically brought to you.



The program provides education, a support system and a plan. If you are a tobacco user and have a desire to quit, you can complete this program to dramatically improve your health and avoid the tobacco surcharge.

The program consists of four coaching calls and two required courses. Please consider enrolling in this program as a powerful support to those who maybe ready to quit.

# Curated Wellness Content

The image displays a social media feed for MAMTC, with the main focus on a 'Gluten Free Recipes' collection. The feed includes several posts:

- One Green Planet Sacia Releases Vegan Mayonnaise Product in the UK:** An Italian sauce brand, just announced the addition of a new product to its range, available at independent grocers across the UK like Ocado, Co-op, and Ocado. Sacia is w...
- Meyer Lemon Focaccia:** You can make this. I promise. E... whisper thin rounds of Meyer le... flecked with a generous boost o...
- 13 Inspiring Instagramm...** I'm so excited about this post, I... recipes I'm excited about cooki... thought I'd pull toget...
- Air Fryer Chicken Nugget...** These Air Fryer chicken nugget... how to use this new fun applian... Nuggets appeared first o...
- Creamy Four Ingredient C...** Chili mac is a thing. And I susp... nearly everyone can get behind... I was worki...
- Recipe: Gluten-Free French Toast by Ducks & Dragons** (via San Francisco ...)
- The Seven Best Events on the Culinary Calendar This Week** (via Westword via ...)
- 12 Vegan German Cake Recipes You'll Fall in Love With** (via One Green ...)

The 'Gluten Free Recipes' section features a search bar and filters for 'HIDE DUPLICATES', 'FOLLOWING', and 'EDIT'. The MAMTC logo 'Creating Growth' is visible at the top of the feed.

# Monitor Industry and Competitive News

The screenshot shows a web browser window with the URL `demo.backstt.ch`. The page features a grid of nine news articles, each with a thumbnail image, a title, a source, and a timestamp. The MAMTC logo is visible in the top left corner.

Thumbnail Description	Title	Source	Timestamp
Microscopic view of a semiconductor chip	Inside the Semiconductor Industry's Meltdown	IndustryWeek - Advanci...	
Person speaking at a podium	Exclusive: Motion Industries' President On E-Commerce, The Amazon Effect & More	Manufacturing.net - The ...	
Map of China	China isn't just a manufacturing hub anymore, UBS says	CNBC via	
Bar chart and globe	State of the Economy: December 2017	IndustryWeek - Advanci...	3 days ago
Green binary code stream	IBM, Comcast Ventures Back Fund for Blockchain Business Startups	IndustryWeek - Advanci...	3 days ago
Close-up of a car wheel	In the Age of Digital Industry, What's Next for Intelligent Machines?	Automation.com   Autom...	4 days ago
Large parking lot full of cars	US Auto Sales Slump in First Since 2009, But Party Isn't Over	IndustryWeek - Advanci...	4 days ago
Person in a factory setting	Can Indian Manufacturing Be the Next Chinese Manufacturing?	The Atlantic via	4 days ago
Person operating a machine	Medical Parts Maker Ups Efficiency, Capacity of EDM Machining	Advanced Manufacturing	5 days ago

# Measure Engagement and Collect Feedback

demo.backstt.ch

Most Viewed Results

7 days All

Thumbnail	Title	Views
	US service sector expands at slower rate in December Kansas City Star via	3 views
	Meet the 'public' face of Portland whiskey Manufacturing News - Manufacturing News Headlin...	3 views
	My Tobacco Free Program mamtc_setup	2 views
	Federal Report Details Cause Of Chemical Cloud In Kansas Manufacturing.net - The Leading Source for Manu...	2 views
	Opioid crisis: Pharmacist wants law to fight fear of cops Wichita Eagle via	2 views
	Servicing Multi-Piece and Single Piece Rim Wheels; Extension of the Office of Management and Budget's (OMB) Approval of... OSHA Federal Register	2 views

studio.backstt.ch

## Individual Assessment

Draft Nov 2nd, 2016 Nov 2nd, 2016

RECIPIENTS	REPORTS								
Do you have the appropriate amount of information to make correct decisions about your work?	<table border="1"><tr><td>Always</td><td>0% (0)</td></tr><tr><td>Sometimes</td><td>0% (0)</td></tr><tr><td>Never</td><td>0% (0)</td></tr></table>	Always	0% (0)	Sometimes	0% (0)	Never	0% (0)		
Always	0% (0)								
Sometimes	0% (0)								
Never	0% (0)								
Do you have the appropriate amount of information to make correct decisions about your work?	<table border="1"><tr><td>Always</td><td>100% (1)</td></tr><tr><td>Sometimes</td><td>0% (0)</td></tr><tr><td>Never</td><td>0% (0)</td></tr></table>	Always	100% (1)	Sometimes	0% (0)	Never	0% (0)		
Always	100% (1)								
Sometimes	0% (0)								
Never	0% (0)								
When something unexpected comes up in your work, who do you usually ask for help?	<table border="1"><tr><td>My Supervisor</td><td>100% (1)</td></tr><tr><td>Coworkers</td><td>0% (0)</td></tr><tr><td>Not Always Sure</td><td>0% (0)</td></tr><tr><td>I Don't Ask Anyone</td><td>0% (0)</td></tr></table>	My Supervisor	100% (1)	Coworkers	0% (0)	Not Always Sure	0% (0)	I Don't Ask Anyone	0% (0)
My Supervisor	100% (1)								
Coworkers	0% (0)								
Not Always Sure	0% (0)								
I Don't Ask Anyone	0% (0)								
Can you see a clear link between your work and the company's goals and objectives?	<table border="1"><tr><td>Yes, I feel my work moves the company forward</td><td>No, This is just</td></tr></table>	Yes, I feel my work moves the company forward	No, This is just						
Yes, I feel my work moves the company forward	No, This is just								

# Personalized Email Digests

📧 ⓘ 🗑️ 📁 🏷️ More ▾

Brainfood: A reading list for curious foodies ... Inbox x 

 **backstitch** <postmaster@digest.backstitch.ch> 12:37 PM (10 minutes ago) ☆  

to ryan ▾



Your personal digest for  
**January 11, 2018**



**Brainfood: A reading list for curious foodies**

Aside from the usual fitness resolutions that send people flocking to the gym at the beginning of the year, many also take on intellectual goals. These often come in the form of reading lists. Books about food have greatly evolved since t...

 Frolic Hawaii (blog) 

