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FOR IMMEDIATE RELEASE

SMTA Space Coast Chapter Partners with MW Associates to Expand Marketing and Event Visibility

MELBOURNE, FL – September 2026 – The Space Coast Chapter of the Surface Mount Technology Association (SMTA) is proud to announce that it has partnered with MW Associates (MWA), a global marketing and communications firm headquartered in Naples, Florida. Through the partnership, MWA will support the chapter's marketing efforts and help increase awareness and visibility of its events and activities throughout the electronics manufacturing community.

The SMTA Space Coast Chapter, based in Melbourne, Florida, serves professionals and companies throughout the region's electronics manufacturing and technology industries. By partnering with MWA, the chapter will have additional marketing resources to promote its programs, events and opportunities for industry professionals to connect, share knowledge and build relationships.

"We are pleased to partner with MW Associates to help expand awareness of the SMTA Space Coast Chapter and the value we provide to our local electronics manufacturing community," said Bob McGlynn, VP of Marketing for the SMTA Space Coast Chapter. "MWA brings valuable marketing expertise and will help us strengthen our communications and reach more professionals who can benefit from participating in our chapter and events."



Megan Wendling, President
and Founder of MW Associates

MWA will work with the chapter to develop and execute marketing initiatives designed to increase event visibility and engagement. The collaboration will help communicate the chapter's activities to a broader audience while supporting its goal of providing meaningful educational and networking opportunities for the local electronics manufacturing community.



A S S O C I A T E S

"We are excited to partner with the SMTA Space Coast Chapter and support its efforts to connect professionals and promote the electronics manufacturing industry in the Space Coast region," said Megan Wendling, President and Founder of MW Associates. "SMTA chapters play an important role in bringing the industry together, and we look forward to helping the Space Coast Chapter increase its visibility, grow engagement and maximize awareness of its events and programs."

The partnership reflects a shared commitment to strengthening connections within the electronics manufacturing community and providing industry professionals with greater opportunities to participate in educational, networking and professional development activities.

For more information about the SMTA Space Coast Chapter and upcoming events, visit <https://smta.org/group/space-coast>.