

## **Unique National Program to Accelerate Small Manufacturers Profitable Growth Launched in Maine**

**Would you like a scientific system for leading the development of more profitable growth for your business?**

The Maine Manufacturing Extension Partnership (Maine MEP) and the Maine Technology Institute (MTI) have partnered to launch a unique national program to manufacturers within the targeted technology sectors in Maine. Eureka! Winning Ways is the USA's #1 system for helping small businesses develop a reliable system for leading the development of more profitable growth. It's part workshop, part leadership training program and part accelerated project management system. It teaches manufacturing managers and their teams a scientific system for improving their sales and marketing effectiveness, ability to develop new customers and markets and how to create more profitable products and services. The program has a world record 98% success rate.

Developed specifically for small and medium sized manufacturers by the national MEP network and Eureka! Ranch, Eureka! Winning Ways teaches disciplined methods for improving return on investment from sales and marketing efforts and your ability to tap into new customers, markets and export opportunities.

Windham Millwork, an architectural woodwork industry, was the first Maine company to facilitate the Eureka! Ranch process with the help of Maine MEP. Having been exposed to the rise and fall of the construction market, Windham Millwork needed to diversify its product line and start thinking outside the box by utilizing the "Winning Ways" program.

"We were able to identify several unique products, several of which were run through the Eureka computer program to determine its potential success," said President/CEO, Bruce Pulkkinen. "We feel strongly that this product and related high end custom marine products will insulate us to some degree from the inconsistent construction economy. The Eureka process opened up the free flow of product and service ideas with our management group. Running the leading ideas through the computer module helped us to refine those ideas to the one with the highest probability of success."

Maine MEP will use proven scientific methods during the Eureka! Winning Ways project with a company to help leaders FIND, FILTER & FAST TRACK innovations that are meaningfully unique versus competition.

In addition, a second phase of this unique national program launch, available in April 2009, will work with entrepreneurs to sharpen their ideas towards commercialization.

Limited applications are now available for the Eureka! Winning Ways projects, so call for information today. Maine MEP in partnership with MTI will offer Eureka! Winning Ways to eligible companies in Maine's targeted technology sectors at a 50% reduced project fee.

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Maine MEP is an affiliate of the NIST under the U.S. Department of Commerce. The national MEP is a network of manufacturing extension centers that provide business and technical assistance to smaller manufacturers in all 50 states, the District of Columbia and Puerto Rico. Through MEP, manufacturers have access to more than 2000 manufacturing and business “coaches” whose job is to help firms make changes that lead to greater productivity, increased profits, and enhanced global competitiveness. For more information on the Maine MEP program call 1-800-637-4634 or visit [www.mainemep.org](http://www.mainemep.org).

MTI is a publicly financed nonprofit corporation created by the Legislature in 1999 to stimulate research and development leading to the commercialization of new products, processes and services in the state’s seven technology-intensive industrial sectors. Programs are designed to enhance the competitive position of those sectors and increase the likelihood that one or more of the sectors will support clusters of industrial activity and create new jobs. Visit [www.mainetechnology.org](http://www.mainetechnology.org) for more information on Development Awards, Cluster Initiative Awards and other MTI programs.