



# Tomorrow's Tools for Today



**NORTHWEST WISCONSIN MANUFACTURING OUTREACH CENTER**  
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**SUMMER 2010**

## 3RD ANNUAL MANUFACTURING ADVANTAGE CONFERENCE HAS RECORD ATTENDANCE



Larry Blackledge

Hello Friends of NWMOC:

I am pleased to report that our third annual Manufacturing Advantage Conference, *Resources to Survive and Thrive. . . Discovered*, had record attendance this year! Over 240 people attended the third annual conference on April 29, which provided 35 dynamic, hands-on demonstrations, simulations, and workshops for small to mid-sized manufacturers.

This annual conference is hosted by the Northwest Wisconsin Manufacturing Outreach Center and its technical college partners. Major sponsors of the event were the Wisconsin Technical College System, Xcel Energy, and UW-Stout.

For more information about attending or sponsoring the 2011 Manufacturing Advantage Conference, contact Joni Geroux, event chair, at 715.874.4610 or email [jgeroux3@cvtc.edu](mailto:jgeroux3@cvtc.edu).

Best regards, *Larry*

## NWMOC FISHING CONTEST—JOIN IN THE FUN!



Give someone a fish, and you feed them for a day. Teach them how to fish, and you feed them for a lifetime. This year's conference attendees received complimentary NWMOC fishing lures, which were manufactured by Mepps-Sheldons', Inc. in Antigo, Wisconsin. The fishing contest runs through March 31, 2011. Please visit our website at <http://nwmoc.uwstout.edu> for the official contest rules and join in the fun!



### INSIDE THIS ISSUE:

GET MORE FOR LESS: SIX MARKETING STRATEGIES	2
NEW EUREKA! JUMP START FOR PROFIT-ABLE GROWTH	3
CUSTOMER TESTIMONIALS	3
CONTACTS & PARTNERS	4



Manufacturing Extension Partnership  
 National Institute of Standards and Technology  
 U.S. Department of Commerce

## GET MORE FOR LESS: SIX MARKETING STRATEGIES FOR A TIGHT BUDGET

by Rachel Hartman

You may need a growing client list now more than ever before. If your inflow of cash is down, however, it can seem tough, even unwise, to put some of those hard-earned dollars toward marketing. Unfortunately, less marketing can lead to fewer clients.

So what can be done? A lot, actually. Read on for six ways to market your business without having to shell out too many of those valuable greens.

**Start with the cards.** Some websites, like [www.bizcard.com](http://www.bizcard.com), will send you up to 250 business cards for free. Others allow you to customize a card and then print it out yourself (one to try: [www.freeprintablebusinesscards.net](http://www.freeprintablebusinesscards.net)). Now is a good time to take advantage of these offers. You'll have a chance to update your look at a low cost.

**Build your online presence.** Sure, you've got a website, but does it need updating? Take some time to study your current site. If you spot things that need to be changed, make the necessary tweaks right away.

Then take it a step further. The web is full of places where you can advertise your business and your expertise for free. Do you have valuable tips to offer customers? Consider starting a blog on your website. Or join a forum and share your expert advice with others.

You might even offer to write an article for another website or blog. Include your contact information so readers know how to reach you. List your business in online directories, like [Google Local Business Center](http://Google Local Business Center), so that it comes up in searches.

**The power of press releases.** They're fairly easy to write and can go a long way. Think of recent milestones your business has reached. If one of these is newsworthy, write about it. You can publish your press release for free at [Free-Press-Release.com](http://Free-Press-Release.com).

If you want your press release to reach a larger audience, check out the [PR Toolkit](#) offered by PR Newswire. When you sign up for one, you'll receive up to \$2,000 in discounts and services. If you decide to get an account, read through all of the terms to make sure you can get the most out of it for your business.

**Give out things for free.** Think about giving away free samples to customers or ongoing clients. Get the word out by advertising it on your website or even in a local publication. Make the give-away item small enough to fit in your budget, but big enough that it appeals to customers.

**Beef up your newsletter.** Do you send out an occasional newsletter to clients and potential customers? If so, great. If not, it's time to start one. Send yours out via the Internet and you'll save on paper costs.

Make sure your newsletter contains helpful information for readers. Try adding an interview with an expert to an upcoming issue. For help with the design, head to [CampaignMonitor.com](http://CampaignMonitor.com) for some free email templates.

**Think events.** Want to host a charity event? Take a client out for dinner? Events are a solid opportunity to talk to others about your business. If you're planning one, think of how you can use the event to build your company's reputation. Zero in on a potential client, network with others in your industry, and be sure to carry your business cards. Keep building relationships and your business will prosper not only this year but also in the years to come.

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## CUSTOMER TESTIMONIALS:

"I think the real value for this project was to identify some of the underlying issues that were creating barriers. I think we came away with some very simple things we can do to take action, build success, and empower our team to start thinking about profitability." — Jody Guerin, Coal Creek Coffee

"I've been in business for 20 years; this program has helped reinvent our company. I feel now we have tools to jump start the business. We have a process-driven set of plans to grow the business." —Greg McCarty, McCarty Motors

## EUREKA! JUMP START SERVICE PROVIDES "INNOVATION ROADMAP"

Are your profits great? Is your pipeline full? Would you give your company an "A" in process improvement, sales & marketing, and new product/services development? If you answered "no," can you spare one day to get started taking action on profitable growth?

Eureka! Winning Ways is a successful growth program that is already working well, so why the change? Clients tend to form two basic clusters: proactive and reactive. Proactive clients have future-focused leadership, lead markets, and make up only 15% of companies. Doug Hall, CEO of the Eureka! Ranch explained that this new Jump Start program will benefit "reactive" clients who are often led by customers and who tend to follow competition. It will also "give proactive clients an added boost," commented Doug.

Eureka! Jump Start is a one-day working session with follow-on coaching that gets your company started with ideas, plans, and, most importantly, ACTION for profitable growth. The program starts with a planning meeting between you and your Eureka! Profit Coach as you choose from three focus areas to customize your session: Process Improvement, Marketing and Sales, and New/Improved Product/Service. Based on your selection, your coach will assign each team member a research assignment to complete before the working session. This helps each team member learn about possibilities in the chosen area and what is possible.

On the day of the working session, you and your team of up to 15 people will spend the morning creating 20 to 50 ideas—but not by standard brainstorming methods. Instead your team will use an idea-creation method proven to be 10 times as effective. Your team will select a subset of ideas to refine about mid-day, and then select two ideas to learn more about during the following 30 days. The afternoon is spent learning how to "Fail Fast, Fail Cheap" and creating specific action plans for your two ideas. During the 30 days that follow, your project leader will receive weekly help from your NWMOC Profit Coach as development tests are conducted. Project leaders will present their findings to management and recommend a "yes," "no," or "yes, but . . ." decision for the project.

Eureka! Jump Start has four stages related to the Deming "Plan-Do-Check-Act" quality cycle. In Stage 1, "Plan," you feed the brain with research assignments. Stage 2 "Do" has you work in pairs to expand ideas. Stage 3 "Check" is how you reduce the risk so you make the right decisions for your company. Stage 4 "Act" is when you drive out fear by making implementation faster and cheaper.



But how can we get you going when you can't do it yourself? As Dr. Deming said, "94% of the problems are the system, 6% are the worker." People don't want to do unprofitable work; they just don't have a reliable system that enables them to do profitable work. The Eureka! Jump Start program works reliability and has been used by more companies than any other growth system.

The systems in this program are built on real-world testing with over 6,000 teams, 20,000 business concepts and a \$6M investment in research and development. They've been used by companies like P&G, Nike, Disney, American Express, and HoneyBaked Ham as well as hundreds of manufacturers across the United States of America.

To get started on your Profitable Growth, call us toll free at 1-866-880-2262 today!



## 2010 Manufacturing Advantage

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