

## **MEDIA ALERT**

Contact:

Lindsay Alford | Noble Studios | 775-883-6000 | [lindsay@noblestudios.com](mailto:lindsay@noblestudios.com)

### **Nevada Industry Excellence Certifies 13 Eureka Winning Ways®**

October 5, 2009 – Nevada Industry Excellence (NVIE) now has 13 staff members certified as growth coaches using Eureka! Winning Ways® workshops to assist small to mid-sized manufacturers in their quest for profitable growth. Four Nevada manufacturers have already engaged NVIE to help them make “measurably smarter choices for growth.”

“With 13 certified growth coaches, we are looking to help Nevada’s economy rebound and drive future growth within the state’s manufacturing sector,” said Sandy Haslem, Director for NVIE. “We look forward to more successes with this nationally proven system for profitable growth and rolling out additional growth services to help manufacturers in the near future.”

Eureka! Winning Ways® is the United States’ No.1 method for helping small businesses develop a reliable system for leading the development of more profitable growth. It’s comprised of workshops, leadership training programs and accelerated project management system training sessions. The registered trademark method also teaches manufacturing managers and their teams a scientific approach to improving their sales and marketing effectiveness as well as how to develop new customers, markets, and more profitable products and services.

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

Taiyo America, a solder mask producer for the printed circuit board industry, was the first Nevada company to go through the Eureka! Ranch process with the help of NVIE. Taiyo was looking to diversify its product line and start thinking outside the box by utilizing the "Winning Ways" program.

“Taiyo America came away from the workshop more energized, more driven, and certainly more focused with regards to innovation and product development. We also appreciated the input from NVIE members and other outside parties in the idea mining sessions. NVIE helped to ‘take the blinders off’ and get us to take a look at opportunities outside of our comfort zone,” said Dave Rund, President of Taiyo America.

To register for one of NVIE’s programs or to learn more about Eureka! Winning Ways® and/or NVIE’s growth services, visit [www.NevadaIE.com](http://www.NevadaIE.com) or call 1.800.637.4634.

Nevada Industry Excellence (NVIE) is the industrial extension program of the Nevada System of Higher Education (NSHE). NVIE’s mission is to help small to mid-sized Nevada manufacturers, mines, and construction organizations transform the way they do business and become more competitive in the markets they serve.

###