



Leading Economic Development in Northwest Kentucky

**FOR IMMEDIATE RELEASE**

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**CONTACT:**

Cj Maple  
270-826-7505 ext. 301  
Lynn Witten  
859-252-7801 ext.1323

**NORTHWEST KENTUCKY FORWARD AND KENTUCKY MANUFACTURING  
ASSISTANCE CENTER PARTNERING**

Henderson, Ky – Northwest Kentucky Forward (NWKF) and Kentucky Manufacturing Assistance Center (KMAC) have formed a partnership to support the growth and development of manufacturing enterprises in Henderson, McLean, Union and Webster counties. KMAC is providing Northwest Kentucky Forward funding and support to enhance assistance to existing manufacturers in the four-county region.

NWKF has identified the creation and growth of a strong, on-going existing business program as a key strategy to creating greater wealth and opportunity in northwest Kentucky. The primary targets for this program are manufacturers and related service providers who qualify to participate in Kentucky economic development tax incentive programs.

The partnership has three objectives:

- 1) *retain* existing manufacturers, distribution centers, and service providers;
- 2) *expand* employment and *increase* investment in capital and workforce by these businesses;
- 3) *promote* the existing business base as the area's number one recruitment tool and source of both lead generation and product improvement.

“This new relationship with KMAC is coming at just the right time,” Kevin Sheilley, NWKF president/CEO, said. “Manufacturers are facing a number of challenges and good training is one thing that can help them stay competitive.”

KMAC recently sponsored a survey of Kentucky manufacturers that was part of a national study looking at Next Generation Manufacturing strategies to determine if companies are positioning themselves to be competitive in 2015. One of the findings points to the need for better support and training at the local, regional and state level.

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“Partnering with groups like Northwest KY Forward is a way for KMAC to improve coordination and development of market-driven services that will help our manufacturers be competitive in the future,” Lynn Witten, KMAC president, said. “We’re very pleased to be invited to collaborate with this important organization.”

The first free class offered is scheduled for July 29. Profit 101 is a half-day session focusing on increasing sales during a slumping economy.

“This workshop is a great opportunity for businesses to take advantage of yet another level of free training,” Cj Maple, NWKF manager of existing business, said. “We strive to provide programs that meet the needs of the businesses and I’m certain this collaboration between NWKF and KMAC will be highly beneficial to the entire four-county region.”

For information about the Profit 101 workshop on July 29, log on to [www.profit101training.com](http://www.profit101training.com). To register, e-mail: [results@northwestky.com](mailto:results@northwestky.com) or call 270-826-7505.

For the Next Generation Manufacturing survey results, visit [www.kmac.org](http://www.kmac.org).

### **About Northwest Kentucky Forward**

Northwest Kentucky Forward is a public-private partnership charged with leading economic development in Henderson, McLean, Union and Webster Counties. NWKF works aggressively to recruit new businesses, retain existing ones, encourage entrepreneurship, and develop a workforce for both the present and the future.

### **About KMAC**

Kentucky Manufacturing Assistance Center (KMAC) has been helping Kentucky manufacturers improve their production methods, advance their technical capabilities, and adopt best business practices since 1995.

Created by the Kentucky Science and Technology Corporation and the Commonwealth of Kentucky Cabinet for Economic Development to support and strengthen Kentucky’s manufacturing sector, KMAC is a private, not-for-profit corporation.

KMAC leads on-site training and implementation of manufacturing best practices that deliver dramatic bottom-line results. Last year, clients reported \$16 in cost savings for every \$1 they invested in KMAC services and \$19 million in increased sales as a result of KMAC’s help.

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