

Local, regional

Ashland University's Dauch College to Sponsor Seminar for Manufacturers  
FOR RELEASE Aug. 26, 2010

ASHLAND, Ohio – A seminar for area manufacturers titled “Innovative and Practical Growth Solutions for Manufacturers” will be held Wednesday, Sept. 29, from 8:30 a.m. to 12 noon.

The seminar, sponsored by the Richard E. and Sandra J. Dauch College of Business and Economics, will be held in Room 105 of the Dauch College of Business and Economics and will be followed by a networking lunch.

“There will be no cost to manufacturers because the \$750 cost per company is funded through the U.S. Department of Commerce’s National Institute of Standards and Technology’s Hollings Manufacturing Extension Partnership,” said Dr. Jeffrey Russell, dean of the Dauch College.

“The focus of the event will be practical, high-return ideas that manufacturers can immediately apply to their operations,” Russell said. “Up to two representatives from each manufacturing firm are welcome and seating is limited to the first 10 manufacturers that sign up.”

Russell said the program will feature Eric W. Wiedenmann, president/founder of Market Development Group Inc. in Danville, Calif. Wiedenmann has held top sales and marketing management positions with small, medium and Fortune 500 manufacturers during the past 30 years and will draw on his proven and practical techniques for:

- 1) Learning how to find and sell to new growth markets using current capabilities or with a modest investment in new resources;
- 2) Obtaining a larger “share of wallet” or penetration with current customers;
- 3) Getting closer to customers to find out what they really think about you;
- 4) Creating a high impact one page sales plan;
- 5) Maintaining a competitive advantage by learning how to get competitive data quickly and cost effectively.

In addition, Wiedenmann will provide all participating companies with a complimentary website audit valued at \$500 to \$1,000.

Wiedenmann graduated from Ashland (College) University with a bachelor of science degree in marketing and economics in 1973 and received an MBA in marketing and finance from Northwestern University in 1975.

During the past 20 years, the Department of Commerce “Manufacturing Extension Partnership” program has saved thousands of manufacturers more than \$1.4 billion in costs and has helped increase or retain manufacturer revenue of over \$10 billion.

Attendees are strongly encouraged to email Wiedenmann at [ericw@marketdevelopment.net](mailto:ericw@marketdevelopment.net) to provide him with a major revenue growth challenge their company is facing. This will help attendees receive the best payback for their time invested.

Those interested in attending can RSVP to Wiedenmann directly by email or to Wendy Cawrse in the Dauch College at (419) 207-5553 or [wcawrse@ashland.edu](mailto:wcawrse@ashland.edu).

Ashland University ([www.ashland.edu](http://www.ashland.edu)) is a mid-sized, private university conveniently located a short distance from Akron, Cleveland and Columbus, Ohio. Ashland University values the individual student and offers a unique educational experience that combines the challenge of strong, applied academic programs with a faculty and staff who build nurturing relationships with their students.

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