

COMPANY BRINGS GROWTH "BEST PRACTICES" TO THE TEAM

ABOUT CUMBERLAND MINING SERVICE. Cumberland Mining Service (CMS) supplies the engineering, fabrication, and construction of mining facilities. Based in the community of Totz, in Harlan County, Kentucky, CMS has around 30 employees. The company serves both underground and surface mines and provides material handling and processing facilities for many types of mining, including coal, quartz, phosphates, lime, and zinc.

THE CHALLENGE. Reflecting diminished productivity in the mining industry, CMS has seen a significant decrease in business over the past five years. The company was forced to lay off employees and diversify its product offerings. Fortunately, CMS joined a consortia of east Kentucky manufacturers created by the Eastern Kentucky Concentrated Employment Program (EKCEP). The Advantage Kentucky Alliance (AKA), part of the MEP National Network™, partnered with EKCEP to help participants identify, vet, and implement opportunities to enable a sustainable future.

MEP CENTER'S ROLE. AKA delivered research, training, and hands-on activities to guide the CMS team through the three-phase program, providing a solid foundation in growth management principles and philosophies that CMS could apply to its business. Phase one was a deep-dive into the company's true assets and capabilities, and phase two uncovered new business ventures and growth opportunities based on these capabilities. Phase three followed with a series of workshops focused on applying new growth "best practices" to CMS processes and opportunities. As a result of the program, CMS has connected with numerous companies interested in the company's services, including experts in the field and potential future customers.

"AKA was very valuable in showing our team ways we can improve our outputs and grow our businesses in a methodical and deliberate manner."

-Craig Garland, Vice President

RESULTS



17 potential industries/business opportunities



Contacted 26 in-industry sources interested in the company's capabilities



Contacted 21 experts in field



21 potential future customers

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