

### Testimonial:

*“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  
Cumberland Mine Service, Inc.

### Company Profile:

Cumberland Mine Service, Inc. (CMS), supplies engineering, fabrication, and construction of mining facilities. CMS serves both underground and surface mines, and provides material handling and processing facilities for many types of mining including; coal, quartz, phosphates, lime, zinc, and others.

### Situation:

Being a company that heavily supported the mining industry, CMS has seen a significant decrease in business over the past 5 years necessitating layoffs and diversifying their product offerings.

### Solution:

CMS joined a consortia of east Kentucky manufacturers created by the East Kentucky Concentrated Employment Program (EKCEP) who partnered with the Advantage Kentucky Alliance (AKA) to help participants identify, vet and implement opportunities allowing for a sustainable future.

AKA provided CMS research, training, and hands on company-centric activities allowing them to gain a solid foundation of Growth Management principles and philosophies that will allow CMS to apply growth principles in their business entities.

The program was broken up into 3 phases. Phase 1 was a deep-dive understanding of the Company’s true assets and capabilities, Phase 2 was uncovering potential new business ventures and growth opportunities based upon the Company’s capabilities, followed by Phase 3, a series of workshops focused on applying new growth “best practices” on their businesses and opportunities.



### Direct Results:



**Uncovered 17 potential industries/business opportunities.**



**Contacted 26 within industry companies interested in company’s capabilities.**



**Contacted 21 experts in field.**



**Uncovered 21 potential future customers.**