

## Testimonial:

*"From the very first meeting, AKA and EKCEP has explained how growth opportunities could improve our future; along with recommendations for improvements, they have truly been there for RTW. AKA was invaluable in identifying qualified growth opportunities that will help RTW sustain itself in the future. It has been a real pleasure working with the EKCEP team (Ian Mooers and Joyce Wilcox) and the AKA team (Scott Broughton and George Biggs). AKA has gone into the inner bowels of our company, explaining things that we would have never seen on our own. Each of these folks have been a reliable source for much needed moral support and have been most helpful in allowing me to see that there is light at the end of the tunnel. It had looked black for much too long."*

Tim Rice, President/CEO  
RT Welding & Fabrication

## Company Profile:

RT Welding & Fabrication, Inc. (RTW) was founded by two former coal miners that had worked together for several years as maintenance men for a local coal company. Starting out in 1994 as a welding/fabrication shop with the ability to take their skills mobile, RTW also stretched into other industries such as, oil and gas exploration, industrial / commercial and residential construction. RTW maintains and strives to build upon a reputation for being a source of quality service at a fair price.

## Situation:

Being a company that heavily depended upon the coal industry, RTW has seen a significant decline in business over the past 5 years, necessitating layoffs and diversifying their product offerings.

## Solution:

RTW 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 RTW research, training, and hands on company-centric activities allowing them to gain a solid foundation of Growth Management principles and philosophies that will allow RTW 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.

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## Direct Results:



**Uncovered 21 potential industries/business opportunities other than mining.**



**Contacted 27 companies within industry interested in capabilities**



**Contacted 27 experts in field.**



**Identified 13 potential revenue streams; major streams contacted were: Oil & Gas (Pipelines), Aerospace, Agriculture, Safety, and Automotive.**



**Identified vendor opportunities through obtaining APL, ISE and CWP certifications. Company currently undergoing activities for Certifications**



**With opportunities Identified, Company growth is expected at 30% annually.**

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