



## Client Testimonials

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Brunson Instruments in Kansas City, Missouri launched two new measurement and calibration tools at their national trade conference in July, just four months after their initial Eureka! session. While currently answering requests for quotes from dozens of companies, (and projecting up to \$300,000 in new sales), the company has already reloaded its E!WW pipeline with two new ideas that have now moved into Discovery.

“Here’s the future. In the daily grind you might look at three or six months down the road, but what are you going to do in three years? Where do you want your company to be in the future? That’s always hard to see, but this program is definitely going to help us.”

James Gardner  
Director of Sales, Brunson Instruments  
Kansas City, Missouri

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Rosewood Industries, a custom cabinet manufacturer in Stigler, Oklahoma, hasn’t let a major fire in its finishing room throw their growth ideas off track. The company quickly replaced equipment, relocated the finishing room, got back up to capacity (nearly) and picked up their E!WW idea of implementing a customer order tracking system that will be up and running in October. They’ve also decided to add an online ordering system, scheduled to go live by the end of the year, which they think could grow their sales by 70%.

“We needed to do something to help us with expansion, and this really fit the bill. We came up with 78 ideas in one day, and the next day learned to filter those ideas and develop an action plan so that we could learn quickly—by failing fast and failing cheap—which would be the best to pursue.”

“There’s no question that just one of the new projects we’ve embarked on from this program will easily and quickly make up the investment of the workshop itself. This teaches us how to take the next step in growth and learn how to put us out there as a strong viable company.”

“Small companies like ours need this. Economic growth is going to come from small companies like ours. Help like this is exactly what we need.”

James Love  
President & CEO, Rosewood Industries  
Stigler, Oklahoma

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“The process that we went through was extremely beneficial. It really got us focused. Our whole team came out of it with enthusiasm, focus, and a bias toward action.”

Barry Culkin  
CEO, Questech  
Rutland, Vermont

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Questech, a decorative tile manufacturer in Rutland, Vermont, has been testing its new product in an Albany showroom for the last few months. The product—a new technology that targets the big issue customers have with maintaining natural stone—is already generating tremendous sales and interest, and is on pace to bring in \$30,000 for the year from that single location. The company plans to distribute the product in more stores throughout New England by Spring ‘08, and go national from there. 30k x 1000s showrooms nationally = BIG sales impact.

“With Eureka! Winning Ways, we’re now thinking about ideas for growth that are much bigger than us, that will exponentially—not just incrementally—grow the business. It’s not about hard work. It’s about smart work. As a company we changed our focus from small ideas to big ideas, and put resources to it.”

“With this process, we’ve figured out how to change our world and our industry. If this goes the way we want it to go, we have tripled the size of our business.”

“This process gives a disciplined, empirical approach to idea generation. There’s a method. We’ve never had that before. We’ve now learned how to create practical ideas that have great potential for exponential growth and we can take these ideas to climb higher.”

Gary Marmer  
Vice President Marketing, Questech  
Rutland, Vermont

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“Eureka! Winning Ways brought discipline to our idea development process. It forced us to refine our thinking and get to real specific opportunities and actions to pursue those opportunities.”

“This workshop pushed us to make the hard decisions and focus our time and money only on those ideas that can really impact our business dramatically.”

“We went from the workshop to launching a new product line in just over four months. For us, that’s light speed.”

“The old brainstorming approach is dead for us; we’ll use this more disciplined approach as we move forward. It’s idea generation in a framework that is channeled toward our goal to increase our business, sales, revenues, and profits.”

Bruce Broxterman  
President, Richards Industries  
Cincinnati, Ohio

Industrial valve manufacturer Richards Industries, from Cincinnati, decided to restage a product that had been buried within a larger product line, give it its own branding and marketing campaign, and re-launch it to the biotech market. Within three months they had done it, and already sales are up by 70% for the product.

“We’ve been making a mature product for many, many years, but unless you do something different you’ll stay in one place. This gave us avenues to explore how we can grow and put spark back into the product line.”

“This provides a template for change and for making things different within your company. We can use this on each product line from now until we retire as a means to make decisions about where to go and where to grow and where to invest the resources. Is there a payback on our investment? Yes, absolutely.”

Karl Lutkewitte  
Product Manager, Richards Industries  
Cincinnati, Ohio

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“Eureka! Winning Ways forced us to open our creative minds. For people who have trouble being creative, it’s a great way to open up your imagination.”

“We left feeling that there are a lot of great ideas that can help us grow the business. There’s opportunity out there. If idea number 1 doesn’t work, we’ve now got 50 other ideas behind it.”

Cheryl Koopman  
Vice President Human Resources, Richards Industries  
Cincinnati, Ohio

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“Eureka! Winning Ways is a directed, orchestrated process to make our minds go in directions we may not have gone in otherwise. Your mind is directed to think logically towards the ultimate goal, as opposed to what you see personally from your own standpoint. As a team that’s what makes a big difference. You’ll work hard, but the payoff is big.”

Charles Page  
Vice President Customer Support, Richards Industries  
Cincinnati, Ohio

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“While we may have generated lots of ideas in the past, we’ve never had a process to screen and filter them, and figure out how or if to act on them. The short action-planning time gives you the information you need without spinning your wheels and investing a lot of time on something that may not generate success.”

“This will open your ideas to develop products, sales position, and a company focus on what your customer needs or wants. No matter where you work, you’ll benefit from that focus.”

Chuck Shoemaker  
Director New Product Development, Campbell Hausfeld  
Cincinnati, Ohio

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“The lifeblood of our future is new products. We’re in aging categories—the technology has been around a long time, the margins start to dwindle and move towards commodity. That’s been on our minds for several years and we recognize new products are critical to escaping this spiral. But we needed some outside help to get better results. This process did that.”

“The 30-day discovery phase was the best takeaway for us. We have lots of projects and ideas and this gave us a process to evaluate and develop an easy means to say yes or no. Quickly and methodically determining whether or not to move ahead with an idea, rather than dragging it out for months and investing too much time or money.”

“This helped us define the scope and range of ideas that would really make the difference and that we should pursue. Lots of ideas that deliver lower benefit aren’t worth as much as the one big one that can really have giant impact.”

Bryan Humpert  
Vice President Marketing and Product Development, Campbell Hausfeld  
Cincinnati, Ohio

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“Eureka! Winning Ways wasn’t just an event, a one-day workshop. It’s a process, and that’s when you gain real benefit, when the learnings are ingrained in your company and become part of your process. We now have a new system to develop ideas, filter out the ones that will have dramatic impact, and make decisions on whether or not to move forward.”

Jim Samocki  
Director Product Development, Campbell Hausfeld  
Cincinnati

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“Do you really want to have growth ideas, a steady stream of new product ideas? Are you seriously committed to incorporating this process and focus into your company? If you are, it’s a very valuable investment. This program gives you the tools and process to generate and act on ideas that will grow your company in truly meaningful and impactful ways.”

Hilarie Meyer  
Director of Marketing, Campbell Hausfeld  
Cincinnati

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Master certified baker Gary Gottensbusch from Servatii’s Pastry Shop has several ideas he’s cooking up. His Three-Pound Pretzel has already been accepted for promotion on the QVC television network, which could add 5% sales without any new investment (and provide great national exposure). He is in discussions with a national grocery store chain about selling his Take-and-Bake Pretzel Stick, which could grow sales by another 10%. And, the Online Concierge he’s developing for customers to design and view their special orders could boost specialty cake sales by nearly 20%, increase store revenues by another 5% due to fewer out-of-stocks, and pay for itself in less than six months through operational improvements. Oh, and there’s one more...a new pre-baked salted soft pretzel that would be individually wrapped for vending machines or other food service operations could double the size of his company.

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