



WIRE-Net Program - A Surefire Formula to Increase Sales and Profits

Ohio State Treasurer Kevin Boyce and noted marketing expert and author Jeff Slutsky join forces to help Ohio manufacturers generate increased sales and profits.

Cleveland, Ohio (Monday November 9, 2009) – The comments made by WIRE-Net president and executive director, John Colm, indicate the impetus behind a unique program the organization is offering Ohio manufacturing leaders. “Today, 68% of our manufacturing leaders report poor sales are their number one cause for concern. Without a doubt, the quickest way for us to get out of this mess is to help manufacturers discover avenues to generate new business.”

If they take good notes, we expect a number of manufacturers will find ways to capture new business, customers, and profits during **WIRE-Net’s** Tuesday, November 17th **Street Fighter Marketing Power Lunch**. During a rare joint appearance, Ohio State Treasurer Kevin L. Boyce and Jeff Slutsky, marketing expert and author of **Street Fighter® Marketing**, are targeting Ohio manufacturers in an effort to give them the right tools to stimulate sales and profits.

Treasurer Boyce will talk about the new programs Ohio has put in place to help manufacturers make strategic investments to finance business growth. Jeff Slutsky, known for using aggressive marketing strategies, will help manufacturers learn to identify top prospects and turn them into new customers and higher profits.

C. Tyler Haines, WIRE-Net’s vice president of manufacturing notes, “Since the beginning of the recession more than 2.1 million U.S. manufacturing jobs have been lost. Our Ohio manufacturers have been especially hit hard by this recession. In October the Ohio Department of Job and Family Services reported the state has lost 115,900 manufacturing jobs during the 12 months ending in September, 2009. This program offers manufacturing leaders concrete information that they can put to immediate use to improve their sales and bring people back to work.”

WIRE-Net’s Street Fighter Marketing Power Lunch will take place on Tuesday, November 17th, from 11:30 AM - 2:00 PM at The Club, at Key Center located at 127 Public Square, Cleveland, Ohio. The event is open to the public with registration online at <http://www.wire-net.org> or by phone to Anne Schaum at 216.588.1440, ext. 101.

About WIRE-Net:

WIRE-Net is a nonprofit, economic development organization that provides resources and expertise to help manufacturing leaders to strengthen their businesses to create healthy communities and fuel economic growth. WIRE-Net works with over 3000 manufacturing firms in Ohio and 1400 firms in 40 states, Canada, and Mexico through WIRE-Net’s Great Lakes WIND Network™.

Media Contact: Pamela Holmes, vice president of fund development & external affairs

WIRE-Net

216.588.1440 ext. 104

<http://www.wire-net.org> or <http://glwn.org>

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WIRE-Net

4855 West 130th Street • Cleveland, Ohio 44135-5137

Phone: 216.588.1440 • Fax: 216.588.1439

www.wire-net.org