

April 18, 2008

For Immediate Release

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Growth Strategies Focus of Forum

**Governor's Manufacturing Leadership Slated to Kick Off**

MANCHESTER – Exploration of new market strategies and product improvement is the focus of the first of three sessions in the 2008 Governor's Manufacturing Leadership Series slated to kick off on Tuesday, May 20<sup>th</sup> from 8:30 a.m.-2:30 p.m. at Southern New Hampshire University's Hospitality Center.

Coordinated by the New Hampshire Division of Economic Development, the New Hampshire Manufacturing Extension Partnership (NH MEP) and the Business & Industry Association of New Hampshire and sponsored by Citizens Bank and Southern New Hampshire University, the first session will provide participants with tips for accelerating reliable growth in their businesses including sales messaging, export opportunities, energy efficiency and product development.

“Learning how to maximize new opportunities and developing growth strategies based on the latest cutting edge information is crucial to the ongoing health of any manufacturer,” said New Hampshire Division of Economic Development Director Michael Vlacich. “This series is all about helping New Hampshire manufacturers gain the knowledge base that they need to implement new ideas that will lead to maximum profitability.”

In addition to the growth strategies session which will be led by Jaci Gardner, Brand Manager for Eureka! Ranch and Greg King, MA MEP Lead Project Manager, participants will learn about the new Integrated Advanced Manufacturing Program being offered at the Manchester School of Technology. Afternoon speaker Paul Harrington, Ed.D. of the Center for Labor Market Studies at Northeastern University, will provide an overview of the state of manufacturing in New Hampshire and detail the challenges of developing a skilled workforce for advanced manufacturing.

“Meeting the workforce needs of local manufacturers is vital to ensuring that New Hampshire companies outpace their competition both regionally and globally,” said Zenagui Brahim, New Hampshire Manufacturing Extension Partnership Director of Operations. “Creating and maintaining a quality workforce remains the number one issue in manufacturing.”

The registration fee for this session is \$65 per participant; lunch is included. Interested parties can sign up online by visiting [nhmep.org](http://nhmep.org) and clicking on “Upcoming Events” or by mailing a check to NH MEP, 172 Pembroke Road, Concord, NH 03301. For more information, call (603) 226-3200.

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