

Testimonial:

“ From the very first meeting explaining how growth opportunity could improve our company until recommendations for improvements, AKA and EKCEP have been there for Mineral Labs. AKA was invaluable in identifying qualified growth opportunities that will help MLI to sustain itself in the future...”

Rodney Campbell
Mineral Labs, Salyersville, KY

Company Profile:

Mineral Labs headquarters in Salyersville, Kentucky was established on the basis of providing overnight analysis to the coal industry coupled with quality service and cost effectiveness. Mineral Labs utilizes the most modern equipment and their professional staff include a geologist, chemist, biologist, environmental scientist, technicians, samplers, consultants, quality control and agronomist. MLI has expanded its services to include drinking water, waste water, natural gas, fuel oil, soil, gypsum, biomass, and limestone analysis. Founded in 1975, the core management staff offers over 150 years of combined experience.

Situation:

Being a company that heavily supported the mining industry, Mineral Labs has seen a loss in business the last 5 years due to mine closings.

Solution:

Mineral Labs joined a consortia of east Kentucky 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 MLI research, training, and hands on company-centric activities allowing them to gain a solid foundation of Growth Management principles and philosophies that will allow Mineral Labs to apply growth principles in their business entities.

The program was broken up into 3 phases. Phase 1 was an understanding of the Company’s true assets and capabilities. Phase 2 was a deep-dive 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 business and opportunities.

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Direct Results:



Uncovered 12 potential new industries/business opportunities.



Contacted 26 within-industry companies interested in the Company’s capabilities.



Identified 9 new potential revenue streams.



Website updated to create more inline opportunities.



The Research overseas resources that could be instrumental in continued growth



With growth opportunities identified, company is expected to grow 20% to 30% annually.

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