



NIMCO Inc. Is Committed to Bringing the World of Education to Customers Through the Internet

Calhoun, KY- For twenty years, NIMCO, Inc., based in McLean County, has published and produced endless educational material that is distributed across the world. NIMCO, Inc. is dedicated to educating adults and children on important life subjects ranging from violence, drug abuse, and character education to vocational and technical training in horticulture, automotives, and much more.

"To most, this is not just a job, but a mission that they embark upon everyday in order to make an impact in the emotional, social, psychological, physical and spiritual well being of themselves and their families," according to Leigh Weisser with NIMCO, Inc. With overwhelming employee dedication to the products and services of the company, NIMCO began to incorporate technology in order to modernize the production and distribution of products to their customers.

High-speed Internet is interwoven into all operations of the business. The publication process uses many computer applications to assist in layout and design the resources. High-speed internet allows work to be transferred in a timely manner to customers and consultants. Increased Internet speed creates increased efficiency when communicating.

Work on videos and DVDs is heavily dependent on high-speed Internet allowing production from start to finish to be heavily rooted in technology. From the conception and research of the script to the on-location shoot and ending with the computer editing process, the Internet allows information to be easily transferred for review and downloading.

However, the greatest impact Internet has had on the business of NIMCO is marketing and customer service. Their online presence allows customers across the globe to review and choose the appropriate resources for any needed topic.

"Making ourselves available online has enabled our customers to review and purchase our products more quickly and efficiently," Weisser commented. "We dedicate much time in the development of our multiple websites to ensure accurate and up to date information."

Customers can inquire about products on the website without calling or emailing NIMCO. "Technology makes it easier for your current and future customers to receive the products & information that they need from you while at the same time, allowing you and your personnel to spend more time dealing with customers who have more specific needs," according to Weisser.

Internet applications featured on the website include an internet shop and online ordering. Customers can access NIMCO Secure, the secure online purchasing application in four easy clicks. Due to the extensive range of resources, NIMCO Inc. provides separate websites for each of the themed products allowing for a more focused search through the inventory.

The impact of the website is two-fold for NIMCO, Inc.: it provides customers with information on products and also continues to market the company.

"The exposure that we receive from the Internet sites increases our visibility in the educational market and allows for greater growth opportunity," Weisser said.

As the continued need for education grows, NIMCO continues to apply technology to better serve customers and ensure quality.

About KY 120:

In the fast-paced world of technology-driven business, it should be recognized that best practices can be studied and emulated. As a part of the [connectkentucky](http://www.connectkentucky.org) initiative, CiTE (Center for Technology Enterprise) is profiling business initiatives in each of Kentucky's 120 counties. For more information visit our Web site at www.connectkentucky.org or call 270.781.4320.

Name:
NIMCO, Inc.

Internet:
www.nimcoinc.com

Products/Services:
Educational and Training
Multimedia

Location:
Calhoun/ McLean County

Leadership:
Bill Jones- President/CEO
Paula Jones- Vice President

Employees: 35

Founded: 1985

Reach: International, primarily
in North America

Innovative Insight:
"Technology capabilities allow personnel to spend more time dealing with customers who have more specific needs."

Way Internet Has Made You More Competitive: *"Making ourselves available online has enabled our customers to review and purchase our products more quickly and efficiently."*

Advice to Growing Companies: *"Continually strive for what you think is unattainable. Utilize the technologies available today such as internet shops, online ordering, etc."*

Ways to Continue to Attract the Best Workers: *"To most, this is not a job, but a mission that they embark upon everyday."*