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PRESS RELEASE

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3 REASONS WOMEN SHOULD RUN MACHINE SHOPS

Concord, NC (February 2, 2016) –If Rosie the Riveter is the face of machine shops of the past, Courtney Ketchie, president of Ketchie Incorporated, is the face of the future of precision machining. Since taking the leadership at Ketchie, the company has earned certification as both a Woman Owned Small Business (WOSB) and a Women’s Business Enterprise (WBE) by the Women’s Business Enterprise National Council ([WBENC](#)). Ketchie’s customers have discovered there are real advantages to having a female at the helm:

1- Customers benefit financially from using suppliers like Ketchie.

Research by the Hackett Group mentioned in [The Wall Street Journal](#) discovered that “companies can lower their cost of goods by an average of up to 20%” by using diverse suppliers. Governmental agencies and larger corporations have benchmarks set for diversifying their supplier base and many small companies are adopting the same practice. “Our third-party, national certification is an additional way we offer value to our strategic partners.” says Ketchie.

2- Science has proven women led companies outperform those led by men.

In his column for [Inc.](#), [Geoffrey James](#) tells us that the research proves women function better than men under times of stress due to basic brain chemistry. According to the article, “companies with female CEOs outperform those with male CEOs by 50 percent.” After almost 70 years, and with strong female leadership, Ketchie, Inc. is well-positioned to continue exceeding its impressive year over year growth.

3- Unexpected leaders offer a different approach.

Currently, there are over 30,000 machine shops in the U.S.A with only a small percentage being certified, women owned businesses. For Courtney Ketchie, growing a thriving machine shop is not just about making a mark, “it is about continuing the Ketchie legacy we’ve been entrusted with.” As [Glen Llopis](#) wrote in [Forbes](#), “When you lead to leave a legacy, your leadership is focused on significance and not just success.”

[Courtney Ketchie](#), is a Michigan State University graduate. She joined her husband Bobby at Ketchie, Inc. in 2008 and has been president since 2014, when he passed away. Courtney is passionate about her family, the outdoors, and living a purpose-filled life. She is available for interviews and to talk shop.

About Ketchie:

[Ketchie, Inc.](#) began in 1947 and is shaping the future as an ISO certified, woman owned precision machine shop that provides total supply chain solutions for both government and commercial clients. Ketchie also produces their own line of heavy and standard mounted bearings that are internationally known for their reputation. Serving a broad range of industries including railroad, mining, lumber, aggregates, textiles and many specialized original equipment manufacturers worldwide, Ketchie is strategically located in Concord, NC.

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High resolution photo attached

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Precision Machining • Bearing Products • Custom Gears

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