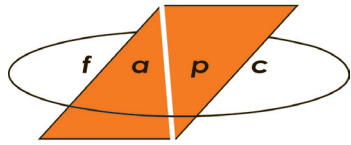


Food & Agricultural Products Center



FLASH!!

OKLAHOMA STATE UNIVERSITY™

Oct. 16, 2006

FAPC to Hold Advanced Marketing and Financial Management Workshop Nov. 2

STILLWATER, Okla. – The Food & Agricultural Products Center is holding an Advanced Marketing and Financial Management Workshop on Nov. 2 from 8 a.m. to 4 p.m. at Ben E. Keith Foods, located in Edmond on the corner of Memorial and Santa Fe at 14200 N. Santa Fe.

The interactive workshop is intended to help participants address marketing and financial management issues to better their businesses.

The marketing portion of the workshop will help participants address marketing issues such as market identification, market research and market planning, said Jim Brooks, FAPC business planning and marketing specialist and workshop chair.

“The fact is a good marketing program is essential to survive and succeed in the highly competitive food marketing arena,” Brooks said. “Marketing is not just radio, television and other advertising. It’s not just knocking on doors of prospective buyers and attending trade shows. It’s critical for success.”

Small group exchanges with guest speakers from business and industry will provide participants with valu-

able knowledge shared by those who are successful in the food-marketing arena.

The financial management session of the workshop is designed to educate small business owners about better managing their business finances.

This session will help participants address business issues through financial management assistance, discussion of better accounting systems, strategies and examples of proper accounting techniques and record keeping, said Rodney Holcomb, FAPC agribusiness economic specialist.

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Jim Brooks

FAPC Business Planning and Marketing Specialist

“Many times small business owners concerned with the new sales and marketing techniques may overlook their financial health,” Holcomb said. “By attending the financial management session, effective financial decision making should be easier, allowing more time to concentrate on client relationships and increase profits.”

Interaction with guest speakers and FAPC specialists will provide participants with valuable knowledge from those who are successful and knowledgeable in

the food-marketing and financial management arenas, said FAPC Director J. Roy Escoubas.

“Specialists at the FAPC are here to help educate owners of small businesses about better marketing and financial management practices,” Escoubas said. “This Advanced Marketing and Financial Management Workshop allows our business and marketing specialists to convey these marketing and financial management practices to participants.”

Ben E. Keith Foods will provide lunch, and Gene Parsons, retired vice president and partner of Gilt Edge Farms, will serve as the motivational keynote speaker.

Door prizes will be presented at the workshop, including two iPods and a set of four Oklahoma City/New Orleans Hornets basketball tickets.

The registration fee is \$100 and covers refreshments and workshop material costs. The deadline to register is Oct. 23.

To register, call Terra Blevins at (405) 744-6071, send an e-mail to terra.blevins10@okstate.edu or register online at www.fapc.biz/pages/amfmworkshop.htm.

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