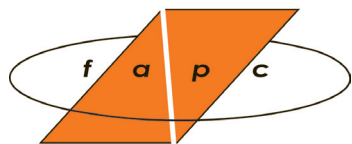


Food & Agricultural Products Center



FLASH!!

OKLAHOMA STATE UNIVERSITY™

April 10, 2006

FAPC to Host Marketing and Financial Workshop

STILLWATER, Okla. – The Food & Agricultural Products Center on the Oklahoma State University campus is hosting an Advanced Marketing and Financial Management Workshop on May 4, 2006, from 8 a.m. to 4:30 p.m. in room 201 of the FAPC. The interactive workshop is intended to help participants address marketing and financial management issues to better their businesses.

The marketing portion of the workshop, which will be held during the morning session, 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 co-chair of the workshop.

“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.”

The advanced marketing session will feature guest speakers from business and industry who will provide valuable information regarding being successful in the food-marketing arena.

Speakers include Gerald Cockerham, Associated Wholesale Grocers; Danny Boyle, Country Boy Markets; Dave Murray, Advantage Oklahoma Brokerage Co.; Kelley McLendon, Kelley Brokerage; Brent Gooden, The Gooden Group; Mark Harsha, Harsha Productions; and Steve Fair, Clements Foods.

Topics include advertising and promotion, public relations, retail wholesale, food service brokerage and small business ownership.

The financial management portion of the workshop, which will be held during the afternoon session, 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 Corey Stone, FAPC business planning and marketing specialist and co-chair of the workshop.

“Many times small business owners concerned with the new sales and marketing techniques may overlook their financial health,” Stone said. “By attending the workshop, effective financial decision making should be easier, and more time can be concentrated on client relationships, thus increasing 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 special-

ists to convey these marketing and financial management practices to participants.”

Several door prizes will be presented at the workshop, including the grand prize of a two-night stay at Summerside Vineyards, Winery & Cottages.

The registration fee is \$125 and covers lunch, refreshments and workshop materials. The deadline to register is April 28, 2006. To register, call Jerri Beth Tivis,

FAPC workshop coordinator, at (405) 744-6071, send an e-mail to jerri.beth.strickland@okstate.edu or register online at www.fapc.biz/pages/amfmworkshop.htm.

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| <p>Jim Brooks and Corey Stone are business planning and marketing specialists for the FAPC. They may be contacted at (405) 744-6071 or jim.brooks@okstate.edu or corey.stone@okstate.edu</p> |
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