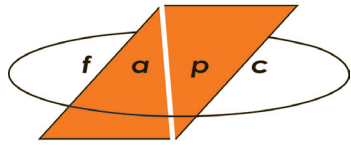


Food & Agricultural Products Center



FLASH!!

OKLAHOMA STATE UNIVERSITY™

Sept. 24, 2004

FAPC to Host "Real World" Marketing Workshop

STILLWATER, Okla. – The Food & Agricultural Products Center is bringing “real world” marketing to the forefront.

The FAPC is hosting the 2nd Annual “Real World” Marketing Workshop Nov. 4 from 9 a.m. to 4:30 p.m. in room 201 of the FAPC.

The purpose of the meeting is to help participants address marketing issues such as market identification, market research and market planning, said Jim Brooks, FAPC business planning and marketing specialist and 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 workshop will consist of speakers from business and industry who will provide valuable information regarding being successful in the food-marketing arena.

The workshop will feature keynote speaker Vince Orza, Eateries Inc. chair and CEO, and luncheon speaker Randy Earhart, Taco Mayo president.

Other speakers include Del Van Horn, Advance Foods; Bob Johnson,

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Jim Brooks

FAPC Business Planning and Marketing Specialist

Sysco Foods; Steve Long, Food Marketing Specialists; David Brooks, Shawnee Milling; Gerald Cockerham, Associated Wholesale Grocers; Mark Harsha, Harsha & Associates; and Lee Ann Potter, Oklahoma Restaurant Association.

Topics include advertising and promoting a brand, food service manufacturers, food service brokers, food service distributors, retail manufacturers, retail wholesalers and restaurant services.

FAPC Director J. Roy Escoubas said the workshop will also include a panel discussion with the workshop presenters and FAPC specialists.

“Specialists at the FAPC are here to help educate owners of small businesses about better marketing practices,” Escoubas



said. "This marketing workshop allows our business and marketing specialists to convey these marketing practices to participants."

Registration for the workshop is \$95 and covers lunch, refreshments and workshop material costs. The deadline to register for the workshop is Oct. 25. To register for the workshop, complete the online registration

form at www.fapc.okstate.edu or contact Lindsay Allen at (405) 744-6071 or laallen@okstate.edu.

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Jim Brooks is a business planning and marketing specialist at the FAPC. He may be contacted at (405) 744-6071 or brookjw@okstate.edu.

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