

FAPC to Host "Real World" Marketing Workshop

By Mandy H. Gross

STILLWATER, Okla. – The Oklahoma Food and Agricultural Products Research and Technology Center is bringing "real world" marketing to the forefront.

The Center is hosting a "Real World" Marketing Workshop Nov. 5 from 9 a.m. to 4:30 p.m. in room 201 of the Center on the Oklahoma State University campus. The purpose of the meeting is to help participants address marketing issues such as market identification, market research and market planning, said Jim Brooks, Center business 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 more; it's everything."

The workshop will consist of speakers from business and industry who will provide valuable information regarding being successful in the food-marketing arena. Some of the topics that will be discussed include basic marketing principles, building a brand, using a retail broker, the value of packaging and labeling and perspectives of retail grocers and restaurateurs.

The workshop will feature luncheon speaker Harry Coley, owner of Wild about Harry's in Dallas, Texas. Coley will talk about how he markets his own business and how he got where he is today.

Other speakers include Barry Cook, Ben E. Keith Foods; David Jackson, El Chico Restaurants; Mark Harsha and Stacey Black, Harsha and Associates Advertising Agency; Richard Kunze, Heartland Brokerage Co.; Gerald Cockerham, Associated Wholesale Grocers; and more.

Center Director J. Roy Escoubas said the workshop also would include a discussion period with specialists from the Center and the Oklahoma Cooperative Extension Service.

"Specialists at the Center 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 \$75, and the deadline for pre-registration is Friday, Oct. 24. The \$75 registration fee covers lunch, refreshments and workshop material costs.

To register for the symposium, complete the online registration form at www.fapc.okstate.edu/pages/marketingworkshop or contact Cecilia Brewer at (405) 744-6071 or richc@okstate.edu.

For more information about the workshop, contact Brooks at (405) 744-6071 or brookjw@okstate.edu.

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