

FAPC Hosts "Real World" Marketing Workshop

STILLWATER, Okla. – The Food & Agricultural Products Center brought "real world" marketing to the forefront. The FAPC hosted the 2nd Annual "Real World" Marketing Workshop recently.

The purpose of the meeting was 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 consisted of speakers from business and industry who provided valuable information regarding being successful in the food-marketing arena.

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

Orza gave a presentation that shared examples of his personal struggles building a food empire and illustrated how his determination ultimately led to his success with the use of motivational quotes and stories.

He discussed his struggles to overcome financial difficulties while working three jobs and building a food business. His main message was the importance of persistence and asking for more than you think people are willing to give.

Earhart discussed the importance of living by key phrases such as "Be Where You Are" and "I'll See It When I Believe It." He used a memory building technique to aid participants in remembering key phrases.

His fast talking, humorous style kept the listeners involved and one lucky participant received \$50 worth of coupons for remembering all the phrases in order.

Earhart encouraged participants to improve themselves by remembering helpful ideas like "Responsibility is a Choice" and "Begin with the End in Mind."

Other speakers included Del Van Horn, Advance Foods; Bob Johnson, Sysco Foods; Steve Long, Food Marketing Specialists; David Brooks, Shawnee Milling Co.; Gerald Cockerham, Associated Wholesale Grocers; Mark Harsha, Harsha & Associates; and Lee Ann Potter, Oklahoma Restaurant Association.

J. Roy Escoubas, FAPC director, said the workshop also included 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 allowed our business and marketing specialists to convey these marketing practices to participants."

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