

FAPC Wins First Place in Public Relations Competition

STILLWATER, Okla. – The Food & Agricultural Products Center at Oklahoma State University received first place in the special publications category in the annual competition of the Oklahoma College Public Relations Association.

The FAPC received the award for the 2004 Annual Report designed by Mandy Gross, FAPC communications specialist.

"It is an honor to be selected for this award, especially since the FAPC competed against talented public relations associates from numerous colleges and universities around the state," Gross said. "It is pleasing to know the FAPC is awarded for all the hours and hard work dedicated to producing an extensive annual report."

The annual report showcases a variety of FAPC projects worked on during the year. In 2004, the FAPC was active in more than 125 client projects, approximately 25 major grant and contract research projects and more than 20 small contract research projects. The FAPC assisted in more than 10 entrepreneurial businesses and has offered more than 25 business, marketing, food safety and technical training programs and symposia in 2004.

Gross was awarded a plaque during the recent OCPRA awards banquet held in conjunction with the association's annual conference hosted at the Quartz Mountain Lodge in Lone Wolf, Okla.

OCPRA is a non-profit organization that provides support and networking opportunities to professionals in public relations and related fields that promote Oklahoma higher education.

This year's conference attracted many participants from throughout Oklahoma's higher education institutes.

Participants in the OCPRA awards program competed in 27 categories of publications, advertising, photography, video, writing and Web site design.

This is not the first time the FAPC has received this award. The center won first place for the 2002 Annual Report in 2003, which was also designed by Gross.

"It is a great honor for the FAPC to be recognized for our 2004 Annual Report," said Dr. Roy Escoubas, FAPC Director. "We take pride in developing and producing creative, informational and educational publications."

The mission of the FAPC is to discover, develop and deliver technical and business information that will stimulate and support the growth of value-added food and agricultural products and processing in Oklahoma.

For more information about the FAPC, visit www.fapc.biz. To receive copies of FAPC publications, including the annual report, contact Gross by calling (405) 744-0442 or e-mailing mandy.gross@okstate.edu.

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