

## Orza Speaks at FAPC Marketing Workshop

STILLWATER, Okla.—A food business owner was one of nine presenters during the Food & Agricultural Products Center's second annual “Real World” Marketing Workshop held recently.

Vincent F. Orza, Jr., chair of the board of directors and chief executive officer of Eateries, Inc., spoke to approximately 40 participants during the workshop.

Orza's Eateries, Inc. owns, operates, and franchises 58 restaurants in 19 states under the names Garfield's Restaurant & Pub, Garcia's Mexican Restaurants, and Pepperoni Grill.

He created the Garfield's Restaurant & Pub concept. Earlier in his career, Orza was senior vice president of marketing and administration at a franchise of Chi-Chi's Mexican Restaurants.

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. The title of his presentation was “The Guy on Top of the Mountain Didn't Fall There.”

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.

Orza stressed his success in earning special deals by never doubting his ability to achieve. He said business owners should surround themselves with the very best and brightest in their field.

He gave the example of his first manager who offered dedicated service even through the rough patches when Orza could not afford to pay himself a salary. His manager also refused to collect his rightful salary for the good of improving the company.

Orza gave many quotes supporting his belief in the importance of hiring good employees one was “No one becomes a champion without help.”

He also talked about the importance of marketing a product. Orza gave many examples of his experience with starting a food business and selling the idea of the dining experience to the public.

“If you can't market your product through advertising, how are you going to sell your product,” Orza said.

The purpose for the marketing workshop 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."

Other speakers during the workshop included Mark Harsha, Harsha & Associates; Steve Long, Food Marketing Specialists; Bob Johnson, Sysco Food Services; Del Van Horn, Advance Food Company; Randy Earhart, Taco Mayo; David Books, Shawnee Milling Co.; Gerald Cockerham, Associated Wholesale Grocers; and Lee Ann Potter, Oklahoma Restaurant Association.

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