

# Marketing Your Food Product Workshop

A one-day workshop that will boost your marketing efforts from developing a plan and building your brand to promotion and advertising. Perfect for start-up and existing food-related businesses!

**Thursday, April 22, 2010 ▲ Community College of Aurora**

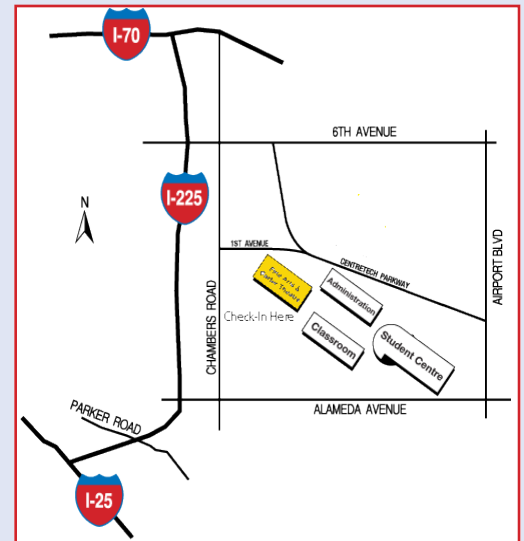
- 8:00-8:30 **Registration & Networking**
- 8:30-8:45 **Welcome & Introductions**
- 8:45-9:45 **Brands That Work**  
Strategy and design ideas for successful branding, packaging and sales development. John Recca, BrandWerks Group
- 9:45-10:45 **Cost Effective Marketing Plans and Resources**  
Learn how to develop a plan to help your business succeed!  
Jennifer K. Bond, Colorado State University
- 10:45-11:00 **Break**
- 11:00-11:45 **From the Beginning...**  
Learn from one company how to get started and grow "naturally."  
Mike Schultz, Sedulous Foods
- 11:45-12:15 **Colorado Market Maker**  
Learn how this new tool can help you promote your products.  
Dawn Velásquez de Pérez, Colorado Department of Agriculture
- 12:15-12:45 **Lunch and Networking**
- 12:45-1:45 **Ready, Set, Sell!**  
Marketing your products to consumers, retailers, restaurants and distributors.  
Cindy Torres, Colorado Farmers' Market Association  
Karen McManus, Wolf Moon Farms and Full Circle Farms  
Bernie Orsini, US Foodservice

## Breakout Sessions (choose one each time, A or B)

- 1:50-2:50 **A. Rules & Regulations Q & A**  
Learn what you need to know before getting started.  
Dan Rifkin, Colorado Dept. of Public Health & Environment  
Rebekah Spetnagel and Julie Bush, On The Menu
- B. Marketing on a Shoestring**  
PR tricks to help you get noticed, even on a budget!  
Courtney DeWinter, DeWinter Comm
- 2:55-3:55 **A. From the Ground Up!**  
Learn how to start a food manufacturing business the right way!  
Santos Blan & Chuck Hahn, Aurora Business Development Center
- B. Social Marketing on the Internet**  
Use the Internet to grow your business.  
John Vachalek, Webolutions

## Location & Directions

**Community College of Aurora**  
16000 East CentreTech Parkway  
Aurora, CO 80011-9036



I-225, exit East 6th Avenue. Go east and turn right at the first light past Chambers (CentreTech Parkway). Make the first right past the stop sign into the parking lot.  
Check in at the Fine Arts Building

## Sponsored By

Colorado Department  
of Agriculture

Aurora Business  
Development Center

For Administrative Use Only:

# Marketing Your Food Product Workshop

Thursday, April 22, 2010

#995/250C

## Registration

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Number of People Attending: \_\_\_\_\_

Their Names: \_\_\_\_\_

How long has your company been in business?

Just Starting     Less Than 2 Years     More than 2 Years

Please select the afternoon breakout session you prefer.     A     B

Registration is **\$35** per person if postmarked by **April 9**; **\$45** per person after the deadline.

Fee includes program, workshop materials and lunch. **Pre-registration is required.**

Please make checks payable to **Colorado Department of Agriculture.**

**Send Completed Registration Form and Payment to:**

Colorado Department of Agriculture, Markets Division

700 Kipling Street, Suite 4000

Lakewood, CO 80215

**Questions?**

Call (303) 239-4119

Visit [www.coloradoagriculture.com](http://www.coloradoagriculture.com)