

CREATING BUSINESS OPPORTUNITIES TRAINING
August 30-31
Session 3

TIME	TOPIC	SPEAKER	ADDRESS
9:00am	How we developed our market	Dr. Willard Hinnant	826 Pine Level-Micro Rd Pine Level, NC 27568 www.hinnantvineyards.com 919-965-3350
10:00am	Marketing Myths	Bob Moore	Robeson CC PO Box 1420 Lumberton, NC 28358 phone: 910-618-5686, ext. 138 bmoore@robeson.cc.nc.us
10:30am	Break		
10:45am	Four P's of Marketing	John O Sullivan	NCA&TU Box 21928 Greensboro, NC 27420 336.334.7957
11:15am	Market Research	Bridget Behe	Michigan State University A238 Plant and Soil Science Building East Lansing, MI 48824-1325 517.355.5191 X 346 Behe@msu.edu
12:15pm	Lunch		
1:15pm	SBTDC	Tim Janke	Director SBTDC office 2007 Yanceyville ST. Greensboro, NC 27405 336.403.1088
1:30pm	Who is your customer	Bridget Behe	
2:30pm	Analyzing the your Company	Bridget Behe	

	and the Competition		
3:30pm	Break		
3:45pm	Small Group exercise	Bridget Behe	
4:30	Marketing Math		
5:30pm	Dinner		
7:00pm	Group Activities		
7:00am	Breakfast		
8:00am	Product strategies	Gary Bullen	Department of Ag. And Resource Economics Campus Box 8109 Raleigh, NC 27695-8109 919.515.6096
8:45am	Is the price right	Ed Estes	Department of Ag. And Resource Economics Campus Box 8109 Raleigh, NC 27695-8109 919.515.4553 ed_estes@ncsu.edu
9:45am	Exercise		
10:15am	Break		
10:30am	Promotion ideas	Jeff Jennings	
12:00pm	Practicum discussion		
12:30pm	Lunch		
1:30pm	Marketing channels		
3:00pm	Wrap up		