

Food Entrepreneur's Workshop

Friday, October 26, 2012	
8:00 am - 8:30 am	Registration
8:30 am - 9:00 am	The Mindset of an Entrepreneur: Richard Sudek, Chapman University
9:00 am - 10:15 am	Consumer Research and Commercializing the Formulation: Dr. Kathleen Feicht, Asta Research
10:15 am	Break
10:30 am - 11:00 am	Nutritional Labels and Health Claims: Debra Topham, Knowledge Bank
11:00 am - 11:30 am	Package Design: Laura Missioreck, The Graphic Element
11:30 am – 12:15 pm	Regulatory Compliance: OC Environmental Health, Janene Bankson
12:15 pm - 1:00 pm	Lunch
1:00 pm - 2:15 pm	Production Options and Protecting Your Idea: Barry Weinstein, B.M. Weinstein & Associates
2:15 pm - 3:00 pm	Commercial Kitchens and Co-Packers: Mari Fassett, Culiflex, and Derek Walker, Heidens Foods
3:15 pm	Break
3:30 pm - 4:45 pm	Channels for the Sale of Your Product: Richard Aust, LiquidPress Working with Brokers and Distributors
4:45pm – 5:15 pm	Dialogue with a retail buyer: Dwight Detter, Whole Foods
5:15pm – 6:30 pm	Networking reception
Saturday, October 27, 2012	
8:30 am - 9:00 am	SBA Assistance: Christopher Lorenzana, SBA
9:00 am - 9:45 am	Securing Financing: Joseph P. McHugh, City National Bank
9:45 am	Break
10:00 am – 11:30 am	Understanding Financial Statements and Cash Flow: Paul Heising
11:30 am - 12:30 pm	Lunch
12:30 pm – 2:00 pm	The Business of Doing Business: Christopher Buckstein, Chapman University
2:00 pm - 3:30 pm	Developing and Growing Your Business: Paul Heising
3:30 pm	Break
3:45 pm - 5:00 pm	Social media: Niklas Myhr, Chapman University
5:00 pm	Wrap Up