

PRESS RELEASE

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Oregon State University's Food Innovation Center Selects Portland Author's book for it's "Entrepreneurial Skills" Module

PORTLAND, Ore. – March 19, 2004 – Oregon State University's Food Innovation Center has selected the second edition of "The Entrepreneur's Survival Guide" as it textbook for their Entrepreneurial Skills Module," starting in April, 2004.

"I'm delighted that such a wonderful institution as OSU has selected my book to help them convey the essence of entrepreneurialism to their students," said the book's author, Mark Paul.

"People decide to start a food business for numerous reasons," said Aaron Johnson, food business strategies program leader at the Food Innovation Center. *"The list includes capturing more value for agricultural products, having a family recipe they believe is unique, and enjoying food enough to make it the centerpiece of a second career."*

The module will address businesses issues associated with starting and growing companies. *"The overall goal is to tame the chaos surrounding the process of starting and running a food business,"* Johnson said.

The Food Innovation Center plans to offer additional workshops that will help Oregonians with other aspects of starting and operating a food business, according to Johnson. The center in northwest Portland is operated by OSU and the Oregon Department of Agriculture.

The Food Innovation Center opened four years ago on Naito Parkway near the city's Union Station. In collaboration with the Oregon Department of Agriculture, the Food Innovation Center's state-of-the-art laboratories, testing facilities and product

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development studios represent more than a decade of development by state agricultural leaders and OSU's College of Agricultural Sciences.

The center is a place to grow new opportunities for Oregon agriculture.

The Center is also helping traditional Oregon farm production transition into a profitable, consumer-driven agriculture, and serving as an economic development engine for the state in creating new businesses and new jobs.

Research at the center focuses on practical problems—finding solutions that will make the difference between profit and loss for Oregon farmers, food processors, food distributors and retailers. Recent innovations range from a new low-sodium teriyaki sauce to carbonated fruit to the next-generation microwave oven.

Producers of more traditional agricultural products find help adjusting to a rapidly changing global marketplace. For example, Northwest fruit growers have watched for years as they lost market share to foreign competition from apple producers from such places as New Zealand and Eastern Europe. Now Northwest growers are working with the center to find ways to get back the marketing advantage they used to enjoy.

The Entrepreneur's Survival Guide was created to help entrepreneurs start and build their companies. It was originally written in 2001 and was recently updated and expanded to cover even more areas of interest to entrepreneurs, such as leadership effectiveness, how to improve marketing and sales, how to build the team and business plan, and how to improve operational effectiveness.

“There are many books on how to set up a corporation, what forms to fill out, and what regulations to follow, but there was no comprehensive book on what it means to be an entrepreneur -- to launch a new venture and get focused on the right business issues from the start,” the author told us. *“This book fills a real need!”*

The first edition was selected in 2001 by MIT's Enterprise Forum in Seattle as their text for use in the “Venture Lab's” series on entrepreneurship, and has been purchased by young and experienced entrepreneur's alike.

In an innovative approach, the author recently started selling individual chapters on-line, at Synergy Consulting Group's website: www.synergy-usa.com.

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