



## Keynote Speaker

### T.J. Russell, CEO/President

T.J. Russell is the President and Chief Executive Officer for Cloverdale Foods Company, a Mandan, ND based manufacturer that specializes in producing high quality processed meats distributed throughout the Midwest and western United States.

Russell began working at Cloverdale as a semi-truck driver while in college. Upon graduating from North Dakota State University with a degree in Business Administration and Moorhead State University with a Master of Business Administration degree, Russell continued at Cloverdale as a Direct Sales Representative in the foodservice division. With a passion for the business, strong leadership qualities, and commitment to continuous learning, Russell worked in several management positions throughout the company including product development, sales, and marketing before becoming President and CEO in 2001.

Russell is an active member of numerous organizations including the American Meat Institute, Bis-Man Development Association, Harold Schafer Leadership Center, Bismarck Mandan Chamber of Commerce, Ronald McDonald House, ND Food Processors Association, Rotary and St. Joe's Parish Council.

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# Food Entrepreneur BASIC TRAINING BOOT CAMP



## October 22, 2009

### Kelly Inn

1800 N 12th St. — North off Exit 159  
Bismarck, ND



## Food Entrepreneur Basic Training Boot Camp

Helping entrepreneurs who want to start a food processing business or take their small food business to the next level.

## AGENDA

- 8:30 a.m. **Registration**
- 9:00 a.m. **Welcome**  
D.C. Coston, Vice President for Agriculture and University Extension
- 9:10 a.m. **Importance of Food Entrepreneurs to ND Economy**  
Jack Dalrymple, Lieutenant Governor
- 9:30 a.m. **Health Regulations and Good Manufacturing Practices**  
Kenan Bullinger, ND Health Department  
Sue Balcom, ND Department of Agriculture

- 10:00 a.m. **Processing and Co-packing**  
Mike Crawford, Plant Manager, Baker Boy
- 10:30 a.m. **Break**
- 10:45 a.m. **Patents and Trademarks**  
Jericka Lyon, Neustel Law Office, Fargo
- 11:30 a.m. **Labeling Requirements**  
Julie Garden-Robinson, NDSU Extension Specialist, Food and Nutrition
- Noon **Lunch – Keynote Speaker**  
“Branding” — T.J. Russell, CEO/President, Cloverdale Foods Company
- 1:00 p.m. **The “Pride of Dakota” Program**  
Sara Kelsch, ND Department of Agriculture
- 1:30 p.m. **Marketing – Direct and Foodservice**  
Direct – Paul Brown, NDSU College of Business Administration  
Foodservice – Carrie Elkin, Marketing Manager, Baker Boy
- 2:00 p.m. **Product Evaluation: Sensory and Quality Testing**  
Clifford Hall, NDSU School of Food Systems
- 2:30 p.m. **Legalities and Liabilities**  
Brian Bergeson, Law Office of Schulz, Geiermann & Bergeson, Bismarck
- 3:00 p.m. **Break**
- 3:15 p.m. **Sample Business Plan and Plan Components**  
Nancy Krogen-Abel, ND Small Business Development Center, Bismarck
- 3:45 p.m. **Financial Assistance**  
Dennis Rodin, USDA Rural Development  
Jason Arenz, Sr. V.P. Starion Financial
- 4:15 p.m. **Tying It Together**  
Shane Goettle, Commissioner, ND Department of Commerce
- 4:45 p.m. **Next Steps and Evaluation**  
D.C. Coston, NDSU Vice President for Agriculture and University Extension
- 5:00 p.m. **Adjourn**

## Registration

Registration Fee: \$35 (\$45 at the door)

Make checks payable to **NDSU Extension Service.**

Send the registration form and fee to:

Sandy Erickson  
NDSU Extension Center for  
Community Vitality  
2718 Gateway Ave., Ste. 104  
Bismarck, ND 58503

### Registration form

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

Company name  
(if applicable) \_\_\_\_\_

### For additional information, contact:

Kathleen Tweeten, Director  
NDSU Extension Center for  
Community Vitality  
2718 Gateway Ave., Ste. 104  
Bismarck, ND 58503  
Phone: (701) 328- 9718  
Fax: (701) 328- 9721