



Cooperative Extension Service  
University of Alaska Fairbanks



**First Annual  
Alaskan Homegrown  
Specialty & Gourmet Foods Conference**



**May 4th ~ 5:00-8:00 p.m.**  
**May 5th ~ 8:30 a.m.-6:00 p.m.**

at the

**UAF/TVC Culinary Arts Facility  
Hutchison Career Center  
Fairbanks, Alaska**

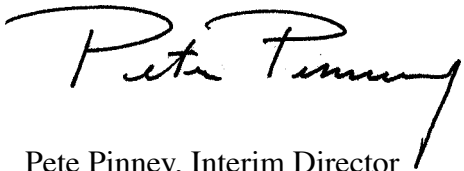
The University of Alaska Fairbanks Cooperative Extension Service programs are available to all, without regard to race, color, age, sex, creed, national origin, or disability and in accordance with all applicable federal laws. Provided in furtherance of Cooperative Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture, Pete Pinney, Interim Director, Alaska Cooperative Extension, University of Alaska Fairbanks. The University of Alaska Fairbanks is an affirmative action/equal opportunity employer and educational institution.

On behalf of the University of Alaska Fairbanks Cooperative Extension Service.... Welcome to the First Annual Alaskan Homegrown Gourmet and Specialty Foods Conference. The presentations and sessions offered over the next day and a half will introduce you to Stephen Hall, author and internationally recognized food marketing expert; established and successful Alaskan food entrepreneurs; new food entrepreneurs; and agencies and individuals who can help Alaskans develop their ideas into successful food businesses.

UAF Cooperative Extension Service is proud to support Alaska's entrepreneurs developing and producing gourmet and specialty foods. Through our USDA Small Business and Food Product Development grants, the Cooperative Extension Service food product development team works to guide people through the first steps of developing businesses; learning about certified kitchens, what foods must be prepared in certified kitchens, licensing, marketing, pricing, labeling, all those items that give businesses a strong foundation.

This conference is an effort to provide a networking opportunity for Alaskans. Cooperative Extension Service is proud to offer the services through the CES Food Product Development Kitchen, as well as the expertise offered by Coral Howe, the CES Small Business Development Coordinator.

Enjoy the conference and remember to contact your local Extension office whenever you have a question. The Cooperative Extension serves the outreach mission of the University of Alaska Fairbanks, Alaska's Land Grant University.



Pete Pinney, Interim Director  
UAF Cooperative Extension Service

## Mr. Stephen F. Hall



The featured keynote speaker will be: Mr. Stephen F. Hall, author of the book *From Kitchen to Market*. Mr. Hall will be participating with us throughout the majority of the conference. Not only will he kick off the conference on Friday evening as our featured speaker, he will be a Facilitator in one of our Round Table discussions which will be done throughout the day on Saturday in a round-robin format.

*From Kitchen to Market* has received numerous accolades since its 1st edition was released in 1992, and now its 4th edition is hot off the press this summer. "...it provides the reader with everything needed to sell gourmet specialty foods. It is a basic "how to" marketing guide, and winner of the 1998 Publishers Marketing Association 'Benjamin Franklin Award' for excellence in design and editing." This book has been used as a text book in universities across the U.S. in Food Entrepreneur classes, including those taught by Dr. John Rushing at NCSU. For even more information, go to: [www.specialtyfoodresource.com](http://www.specialtyfoodresource.com).

Stephen Hall, aside from being the author of *From Kitchen to Market*, has also authored several other books related to the food industry. His company is Food Marketing International and the website, SpecialtyFoodResource.com, is designed to bring together anyone interested in specialty food marketing. For the last 12 years, he has been the contributing editor to Food Entrepreneur and Food Entrepreneur eZine, free to anyone who would like to take advantage of his expertise. He has also participated in selected symposia across the country, including Specialty Food Associations in MA, VA, WV and VT, as well as a principal guest on CNBC's "Money Talk."

**First Annual Alaskan  
Gourmet and Specialty Foods Conference**

**Alaska's Home Grown Product Sharing Trade Show**

Friday evening we will give attendees the opportunity to show off and share their products. We have limited the attendance to 100, so there will be a chance for everyone to network, eat and talk about... all that Alaska has to offer. All licensed producers of food products created in a DEC certified kitchen are encouraged to bring products to share.

Producers of jams, jellies, dry herbs or teas, kettle or plain popcorn, cotton candy, glazed or roasted pre-shelled nuts, raw honey, syrups and vinegars with herbs can be shared without a certified kitchen permit.

If you have a product produced in a certified kitchen that might be used for a portion of the meals, let Coral Howe at the Cooperative Extension Service know and she will approach the UAF/TVC Culinary Arts Department about including it in the hors d'oeuvres. Examples: dip & fish fry mixes. Cooperative Extension Service can't guarantee they will use your product, but we are willing to ask.

Those of you that are interested in introducing products that require a certified kitchen, but don't have access to one, we will make sure that you have an opportunity to share about your product, but we will not be able to include it in the spread to share. We had hoped to have all products available, but DEC has instructed us on the requirements and procedures of this event for our protection. They want to make sure we all remain healthy.

**Trade Show  
Share Your Products!  
Friday, May 4th**

We will have a taste testing of the certified products, but we would love to display those products that can't be served as well.

Please contact Coral through email or fax with a list and description of your products, and whether they are display items only or available for tasting.

Your name tag will have a list of the products you will be presenting.

Also, we are looking for donations so we can put together gift baskets for the door prizes. Consider this opportunity to get your products out there.

Coral Howe, [coral.howe@uaf.edu](mailto:coral.howe@uaf.edu) or  
fax: 907-474-6885

# First Annual Alaskan Specialty and Gourmet Foods Conference

## What To Do In Fairbanks?

We suggest that you visit the Fairbanks Convention and Visitor Bureau's website at [www.explorefairbanks.com](http://www.explorefairbanks.com). It will provide you with a wealth of information and contacts to the area businesses and attractions. Since our convention is being held at the start of the visitor season FCVB will be able to give you a current listing of what is open in early May.

As for the weather, it can be brisk or downright warm, so make sure to bring lots of layers. The average temperature in May is 59 degrees, with over 17 hours of daylight and sunshine!

**Sophie's Station Hotel** has given us a generous discount for this convention, but there is another larger group in town at that same time. **If you haven't made your reservations already please let them know you are coming.**

**Sophie's Station**  
1717 University Avenue, Fairbanks, AK

**Toll Free: (800) 528-4916 - Ask for Group Rate #KM05037**

**Phone:** (907) 479-3650

**Fax:** (907) 479-7951

**Email:** [hotels@fdifairbanks.com](mailto:hotels@fdifairbanks.com)

Also, they have a shuttle from the airport and UAF/CES will have transportation from the hotel to Hutchison on the morning of May 5<sup>th</sup>.

See you at the conference!

## Tentative Schedule of Events

### Friday May 4th -

- |                |                                                                                       |
|----------------|---------------------------------------------------------------------------------------|
| 5:00-6:00 p.m. | Check-in and networking                                                               |
| 6:00-7:00 p.m. | Alaska's Home Grown Product Sharing Trade Show, Introductions, Heavy hors d'oeuvres   |
| 7:00-8:00 p.m. | Keynote speaker, Stephen Hall, Scottsdale, AZ author of <u>From Kitchen to Market</u> |

### Saturday May 5th -

- |                       |                                                                                       |
|-----------------------|---------------------------------------------------------------------------------------|
| 8:30-10:00 a.m.       | Keynote speaker, Stephen Hall, Scottsdale, AZ author of <u>From Kitchen to Market</u> |
| 10:00-11:15 a.m.      | Round Table Discussion Groups                                                         |
| 11:15 a.m.-12:30 p.m. | Round Table Discussion Groups                                                         |
| 12:30-2:15p.m.        | Lunch and AK Specialty & Gourmet Foods Success Stories                                |
| 2:15-3:30 p.m.        | Round Table Discussion Groups                                                         |
| 3:30-4:45 p.m.        | Round Table Discussion Groups                                                         |
| 4:45-5:15 p.m.        | Cookie Break & Networking                                                             |
| 5:15-6:00 p.m.        | Closing Remarks: Stephen Hall & Coral Howe<br>Door Prize drawings                     |

## Tentative Speakers & Presenters

Bart LeBon, Ralph Carney, Darcy Carney, Jill Marshall, Georjean Seeliger, Patsy Perkins, Charlie Knight, Kristy Long, Roxie Dinstel, Coral Howe, Denise Statz, Betty Watson, Jim McDermott, Alicia Porter, Charlie Dexter, Skip Via, Don Peterson, Toni Barrowcliff, Wayne Barrowcliff, Roseanne McInnes, Quentin Fong, Tonia Winkler, Kasha Ostbloom, Midnight Sun Chef's Association

**Saturday, May 5th**

<b>Location</b>	<b>8:30-10:00 am</b>	<b>10:00-11:15 am</b>	<b>11:15 am-12:30 pm</b>	<b>12:30-2:15 pm</b>	<b>2:15-3:30 pm</b>	<b>3:30-4:45 pm</b>	<b>4:45-5:15 pm</b>	<b>5:15-6:00 pm</b>
Keynote	Introduction - Stephen Hall: From Kitchen to Market		Stephen Hall: From Kitchen to Market	Lunch  <b>Alaska Specialty and Gourmet Foods Success Stories</b>		Stephen Hall: From Kitchen to Market	Networking Cookie Break	Closing Remarks ~ Stephen Hall ~ Coral Howe
Financial		Small Business Securing Capital and Creating Profit: Bart LeBon: Mt. McKinley Bank Darcy Carney, CPA: Carney Consulting Group			Small Business Securing Capital and Creating Profit: Bart LeBon & Darcy Carney	Your Business Identity; Get a Plan and Get a Name: Jim McDermott: UAF Small Business Development Center & Alicia Porter: Attorney		
Creative		Presentation, Presence and Packaging: Jill Marshall: Marshall Arts Graphic Design & Georjean Seeliger: If Only...a fine store	Presentation, Presence and Packaging: Jill Marshall & Georjean Seeliger		The Web Getting a Site That Works: Skip Via & Don Peterson: UAF Technology Assistant Professors	The Web Getting a Site That Works: Skip Via & Don Peterson		
Kitchen & Framework		Public Safety, Awareness, Growing Organics and Kitchen Guidelines: Patsy Perkins: AK Department of Conservation & Charlie Knight: AK Department of Ag.	University of Alaska Helping Alaska Food Producers -The Research and the Outreach: Kristy Long & Roxie Dinstel, UAF Cooperative Extension Service		Public Safety and Awareness, Growing Organics and Kitchen Guidelines: Patsy Perkins Organic Certification: Charlie Knight			
Placement			From the Farmers Market to Freddie's - How to Get There: Denise Statz, Non-Essentials & Betty Watson, AK Territorial Rep, United Natural Foods		From the Farmers Market to Freddie's - How to Get There: Denise Statz & Betty Watson			
Direction		Loyal Customers - Keeping Them Happy: Coral Howe: UAF CES Small Business Development Specialist & Charlie Dexter: UAF TVC Allied Business Department	Product Development Reflections - Product, Price and Packaging: Roseanne McInnes, Alaska Tribal Cache & Quentin Fong: FITC Marketing Specialist		Names in for door prizes		Product Development Reflections - Product, Price and Packaging: Roseanne McInnes & Quentin Fong	

## Round Table Work Shop Speakers

**Stephen Hall**, keynote speaker and author of From Kitchen to Market. See enclosed biography.

### **Bart LeBon**

Graduating from UAF with a degree in Business Management & Marketing and later specializing in Retail Bank Management at the University of Washington Pacific Coast Banking School. Bart currently works as the Executive Vice President of Mt. McKinley Bank. He has served as a member of the Greater Fairbanks Chamber of Commerce Board of Directors, has served as the board Chairman and currently holds the position of Chamber Treasurer.

### **Darcy Carney, CPA**

Born and raised in Alaska, Darcy left the state to pursue a B.S. in Accounting from Arizona State University, graduating in 1988. After returning to Alaska and working as an accountant and business manager at several different companies, Darcy went to work full time as the Chief Financial Officer at Alaska Growth Capital for four years before deciding to open her own consulting and accounting services firm in August 2004. Today she is also co-owner with her husband Ralph, of the Alaska Chip Company. They started the business from the ground up in April 2003 and have experienced annual growth in sales as the product makes great gains in the marketplace.

### **Jill Marshall**

Jill is the owner and designer for Marshall Arts Design, the Fairbanks company she founded 19 years ago. She has been producing graphic designs for over 30 years. She holds a B.S. degree in Mass Communications from Emerson College in Boston. Her designs have won numerous national and international awards. Marshall Arts clients range from tourism to healthcare to performing arts to industry. Over the years, Jill has developed an understanding of the challenges faced by her clients in communicating their message and developing material to meet that need.

## Round Table Work Shop Speakers

### **Georjean Seeliger**

Georjean came to Alaska in 1967. Her first experience as an entrepreneur was running the Gold Rush Ice Cream Parlor at Alaskaland in Fairbanks when she was still in high school, backed by her father. While attending college in Washington she worked in food service to put herself through school. She received her teaching degree in Home Economics and taught in Fairbanks at Hutchison High School where she established the Teen Options program for teen parents. After her retirement in 1998 she opened If only...a fine store in downtown Fairbanks providing an eclectic mix of gifts. Georjean admits she has an eye for what will sell and a knack for creating interesting displays. She is in business with her longtime friends Karen Heimer & Rebecca Morse.

### **Patsy Perkins:**

Patsy moved to Alaska in 1974 after graduating with a bachelors of science in Foods and Nutrition from Oregon State University. In 1977 after working in the food industry in Alaska she accepted a Fairbanks position to be a Sanitarian with SOA Dept. of Health and Social Services. In 1980 the program was moved to the Dept. of Environmental Conservation. She has worked in the Food Safety, Seafood and Meat Programs over the years with DEC.

### **Charlie Knight**

Charles has been involved in Alaskan agriculture for 36 years. His PhD is in Soil Chemistry and he is an Emeritus Associate Professor at the University of Alaska Fairbanks where his teaching and research focused on Soil Fertility and Alternative Crops. He is currently an Agricultural Inspector for the Alaska Department of Natural Resources, Division of Agriculture. His duties include serving as State Survey Coordinator for the Cooperative Agricultural Pest Survey program, conducting shipping point inspections on potatoes, and writing Phytosanitary Certificates for plant materials being exported from Alaska. He also helps coordinate Organic Certification of farms and processing facilities in Alaska.

## Round Table Work Shop Speakers

### **Charles Dexter**

Charlie received a Masters of Business Administration degree from the School of Management at the University of Alaska Fairbanks in 1983. Since then he has added professional certifications in Human Resources and Time Management to his resume. Currently, Charles works for the University of Alaska Fairbanks as a professor of Applied Business, designing and teaching a variety of courses including New Business Ventures, Marketing Management, Sales Management and Business Law.

### **Coral Howe**

Coral is the Small Business Development Specialist for Cooperative Extension Service in Fairbanks. A third generation Alaskan, Howe grew up in Nome, Anchorage and several rural villages. She has owned her own retail store, been a wholesale distributor, and was a national trainer and top sales manager for a national toy chain for eighteen years in Colorado and across the East Coast, including New York City, Boston and Philadelphia. After returning to Alaska she worked for the University of Alaska Museum of the North, the UAF Large Animal Research Station and Alaska Bird Observatory at Creamers Field. She has her own event planning business, which she has operated for over 12 years.

### **Roxie Rodgers Dinstel**

Roxie has worked for Cooperative Extension for 25 years all over the United States, including Texas, Oklahoma, Montana and Alaska. She has been the Tanana District Extension Home Economist for the past 13 years. Today, Roxie teaches classes in foods, food preservation, parenting, family resource management, and clothing.

### **Kristy Long,**

Kristy is the UAF Cooperative Extension Service Foods Specialist and manages the Food Product Development and Sensory Evaluation facility on the UAF campus. Kristy received her B.S. Degree in Home Economics from Cal Poly and her M.S. and Ph.D. in Human Nutrition and Foods from Virginia Tech. Kristy has been a CES faculty member for over 30 years, serving as the CES district agent for Northwest Alaska, and then Southeast Alaska, before coming to Fairbanks.

## Round Table Work Shop Speakers

### **Denise Statz**

Denise owns Nonessentials, a retail store that specializes in Alaskan foods and products. A 3<sup>rd</sup> generation Alaskan, Denise and her daughter started their business 17 years ago in Dillingham. They have moved it around the state operating in Kodiak, Seward, Nome, and finally settling in Palmer, AK. They have worked street fairs, trade shows and now have a real brick and mortar storefront. Her focus is on the transition from retail to wholesale. Nonessentials produces their own line of food products which they market with other items from the store on their website.

### **Betty Watson**

Betty is the Alaska Territorial Manager for United Natural Foods. The focus of her career has been natural and gourmet foods 25 years. She first came to Alaska in 1968 beginning her career in retail food sales. She has worked in all aspects of food industry marketing as a broker and a distributor. Betty has seen the range of food choices change drastically in Alaska over the years. She is excited to share her knowledge about the industry and food trends as people become more aware of healthier choices in their diet.

### **Roseanne McInnes**

Rose grew up in Seldovia. Holding a Hospitality degree from Northern Arizona University, Rose worked for several years in 4 and 5 star resorts all over the lower 48. Recently she has returned home to raise her boys in Alaska. She is currently managing the Alaska Tribal Cache producers of gourmet jams, jellies and syrups made from the abundant wild berries in Seldovia. She also works with high school students in an entrepreneurial outreach educational program.

### **Quentin Fong**

Originally from Hong Kong, Quentin has worked and lived in Alaska for 8 years. With an extensive background as a Seafood trader, Quentin now works for the Fishery Industrial Technology Center of the University of Alaska Fairbanks, sharing his knowledge with Alaska's fishery businesses.

## Round Table Work Shop Speakers

### Jim McDermott

Jim has lived in Alaska almost 17 years. He currently holds an appointment as the Director of the UAF Small Business Development Center (SBDC). He has taught at Wayland Baptist University and has served as an Educational Advisor and college recruiter for DeVry University. Jim also served in the United States Air Force. He has received a B.S. from Wayland Baptist University and an M.S. in Business Organizational Management with a concentration in Information Technology from the University of La Verne.

### Alicia Porter

Alicia grew-up in Anchorage. Her first love was science and after graduation she headed to the University of Washington and majored in pre-med, which she followed closely with a Masters in Biology from Boston University. After living the life of a roving biologist, in 1990 she met her husband and returned to graduate school. In 1999 she received her law degree from Seattle University and she returned to Alaska. She has worked for the Attorney General's office and now has a private practice with a focus on Intellectual property (trademarks), estate planning and probate.

### Don Peterson

Don came to AK in 1972, he spent 13 years teaching in Unalakeet, AK before moving to Fairbanks where he taught Biology and Biotechnology at West Valley High School. While at WVHS he received the largest educational grant ever awarded by the Alaska Science & Technology Foundation. He moved on to work at the main Fairbanks Northstar Borough School District office focusing on computer/media education. Currently with the UAF School of Education he teaches technology and works independently as a website designer. He has a boat in Homer where he spends his free time and plans to retire. Don wants to be just like Skip Via when he finally grows up.

### Skip Via

Skip Via came to AK 1978 worked as teacher at U-Park, Ft. Wainwright and Pearl Creek Elementary Schools and the main Fairbanks Northstar Borough School District office. He brought Fairbanks teachers & students into the technology age focusing on computer/media education. Currently with the UAF School of Education he teaches technology and works independently as a website designer. Skip enjoys cross-country skiing and photography, and he would like to have Don Peterson's boat someday!

## Alaska Specialty & Gourmet Food Success Stories

### Toni and Wayne Barrowcliff

Toni and Wayne have been residents of Alaska for more than 30 years each, started the "Alaska Botanical Herbs & Teas" company located in Homer Alaska. Wayne works as the superintendent of the North Star Stevedores in Homer. Toni, a third generation herbalist, also holds a degree in Herbal Medicine and herbology. With their combined knowledge, "Alaska Botanical Herbs & Teas" All Natural & Organic Products have been created.

### Ralph Carney (& Darcy Carney)

Ralph is co-owner of the Alaska Chip Company and was raised in Wasilla on a dairy farm. A typical Alaskan, Ralph loves the outdoors and working with his hands. He is the man behind the machines at the plant in Anchorage, which started gourmet kettle cooked chip production in 2003. Before starting the company with his wife Darcy in 2002 he worked as a commercial fisherman off the coast of Alaska, and as CPA for a private Anchorage firm. He was also CFO for Alaska Growth Capital and the Alaska Blood Bank.

### Kasha Ostbloom

Entrepreneurial from a young age, Kasha began her business career painting pussy-willows and selling them to her neighbors at the age of ten. She and her husband Paul, both grew up in Alaska, and have worked for years providing hotel and food service to tourists. After ruining a batch of mustard she was making to take to a potluck, Kasha contacted her family who she remembered having a good mustard recipe. When she looked over the recipe it dawned on her that she could add unique Alaskan ingredients to the mustard and invent something new. With the added ingredients, the mustard was excellent, and in 2005 she and her husband started Moosetard, the Alaskan mustard company. Having grown significantly each year since they opened, today they have expanded their product line to include 14 different excellent Alaskan mustards.

### Tonia Winkler

Tonia, trained as a hairdresser, answered an ad in 1977 and came to Alaska. Italian-born Winkler has launched a company that is filling coffeehouses in Anchorage and other Alaska cities with homemade biscotti. The company is called Tonia's Biscotti. Using an old family recipe that she plans to keep secret, Winkler and her husband Kurt, bake more than 1,000 biscotti every Sunday at Villa Nova restaurant in Anchorage. It's a labor-intensive process that Winkler says makes her feel connected to her mother, who lives outside of Rome, and strengthens emotional ties with her birthplace. She also co-founded Anchorage's Italian Cultural Center in her spare time.