

## SEMINAR PROGRAM

Staying ahead in business means staying on top of the latest trends, ideas and marketing strategies. For the 9th straight year, the editors of *Seafood Leader* magazine organized a program of practical, profit-oriented seminars to keep firms ahead of the competition. When it comes to seafood, the right information is extremely valuable, and Sea Fare International seminars are the best place to get a seafood education that will pay dividends. Each of the seminars held at the show are described below in synopsis form.

### HOW TO BUY SEAFOOD MORE PROFITABLY

The key to making seafood products as profitable as possible is knowing how to buy the best seafood at the best price, but it is not easy. The seafood industry is a complex, constantly changing business where the right information is worth a lot of money. In this fast-paced, hands-on workshop, a panel of seafood suppliers and government experts separated fish fact from fish fiction to make smart buyers. In addition to suggesting many "tricks of the trade", the panel identified some key seafood values and told representatives how and when to buy products.

#### Speakers

Bill Fetch	Director, Technical Services, New England Shrimp Company
David Ptak	General Manager, Chesapeake Fish Company
Jim Barnett	Research Chemist, Food & Drug Administration
Karla Ruzicka	Training Branch, National Marine Fisheries Service

### WHAT'S NEW IN SEAFOOD PROCESSING AND PACKAGING TECHNOLOGY

Designed for seafood processors and distributors, this seminar highlighted new technologies and products that can help market a higher quality seafood product, while saving firms money at the same time. From freezing systems to new ideas in packaging, a panel of equipment suppliers took a look at some exciting new products that could improve the bottom line.

### POSITIONING FOR PROFITS DURING TOUGH TIMES: A BLUEPRINT FOR SUCCESS

In today's tough business world, company managers need financial marketing, people and business planning skills to survive and prosper. The ability to work through tough times and effectively handle financial adversity is the single-most important business skills these days. One thing is certain, if you are not sharpening your skills, your competitors are! This special session taught firms how to operate their business at peak efficiency and profitability. The seminar was led by an expert on right-sizing businesses, removing internal roadblocks, repositioning operations and unlocking opportunities for increased sales and profits.

#### Speaker

Harvey A. Meier	President, SEAEXEC
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