

Course Objectives

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For 8/11/17 CPA event

This session will deal with the challenges and realities of running a multi-generational family food manufacturing business. As part of the education process, the attendees will be able to:

- a. Determine how a small company can compete with multi-billion dollar corporations in today's environment
- b. Summarize how a former corporate accounting person ended up in R&D and Marketing for a specialty food company
- c. Select the financial parameters and measurements which are critical for a multi-generational family food manufacturing business.
- d. Assess how a collision between academic theory and cold hard reality can result in very successful brand creation