

19 Alaskans in Workshop on Marketing

Nineteen Alaskans are now completing the second week of a two-week workshop in marketing and business principles held at the Fairbanks Native Community Center.

This experimental program, developed at the request of the native center, was designed to teach participants the practical techniques involved in operating

a native store—including sales and merchandising, stock control, marketing and pricing, and storage and warehousing.

The program was put together under the direction of Dr. Mildred Matthews of the Division of Statewide Services of the University of Alaska.

According to Dr. Matthews,

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Workshop . . .

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techniques presented apply to anyone interested in setting up and operating his own business.

Material developed for the workshop, she said, will be made into a publication on management techniques.

Coordinator for the project was John Pence, Distributive Education Coordinator for the Fairbanks North Star Borough School District.

The agenda for the two-week program is as follows:

—Jan. 17 and 18—Opening Plans, Sales and Merchandising;

—Jan. 19—Stock Control (Inventory);

—Jan. 20—Sales and Merchandise, presented by N. Roy Goodman, manager of Alyeska Investment Corporation;

—Jan. 21—Marketing and Pricing, presented by Dr. Dean Olson of the department of business education of the University of Alaska in Anchorage; and Small Business Administration, presented by Maxim Dolchok, a community economic industrial planner for Minority Enterprises;

—Jan. 24—Storage and Warehousing, presented by Randy Acord of Acord Enterprises;

—Jan. 25—Displaying and Publicity, presented by Ted Lehne of KFRB radio and television;

—Jan. 26 and Jan. 27—The Operation of a Native Store, presented by Gabriel Gely of Community Enterprise Development Corporation.

—Jan. 28—a visit to the Eskimo Museum, and, finally, presentation of certificates to individuals completing the workshop.

The program was funded through the Division of Vocational Education of the Alaska Department of Education.

Groups providing assistance include the Small Business Administration, the Fairbanks North Star Borough Schools, the Community Enterprise Development Corporation (Shishmaref Cooperative), radio and television station KFRB, Acord Enterprises, the Eskimo Museum, and the Cooperative Extension Service and the Division of State-wide Services of the University of Alaska.