Providing holiday cheer by the pounds

No matter what time of day it is, a warm, soft slice of pound cake always hits the spot. Mrs. Chadwick’s Pound Cakes offers different flavors of cakes to satisfy any mood during the day.

Diane Chadwick has been making her cakes for two years; however, this business was a long time in the making. It all started in the kitchen of Chadwick’s Aunt Exettie Sherfield Kluck. Then, Chadwick started making the cakes and taking them to craft shows to sell.

“It was one of those things that ‘oh, this is so good you should sell this,’” Chadwick said. “Then you get into the business and you say ‘oh my’ this did not go at all like I thought it would.”

Chadwick sent samples of her cakes to all the gift basket companies throughout Oklahoma. She started making cakes exclusively for Gourmet Gallery in Edmond, Okla, and the company told Chadwick she should take the Basic Training class offered by the Food & Agricultural Products Center.

“I had already been in the business a year and a half, and I took the Basic Training and I had to back track on a lot of my packaging,” Chadwick said. “I met some wonderful people and they had to kind of nursed me through the processes of making food.”

Chadwick sold approximately 400 pound cakes during her first season, which ran from the end of October to about Dec. 20. Last season, Chadwick made approximately 100 cakes every three days for Gourmet Gallery.

Chadwick sells a few for Mother’s Day and Father’s Day, but her busy season is during Thanksgiving and Christmas.

Chadwick can make different sizes and shapes of her cakes. She can make a 10-inch, 8-inch or 3-inch size cake. She also can make a rose-shaped red velvet cake, which is popular during Valentine’s Day.

Chadwick offers a variety of flavors, including rum, kahlua, amaretto, key lime and classic pound cakes. Chadwick is also working on mocha chocolate chip, cherry almond and banana strawberry pound cakes. All the recipes for the cakes came from Chadwick’s aunt.

“She was the first Martha Stewart; my mother and I would watch Martha Stewart and laugh and say ‘auntie did that,’” Chadwick said. “She always had fresh food, and she was very experimental. She had a flare and a knack for knowing what tasted good together. She was a superb cook, and we never had sandwiches at her house.”

Chadwick said she learned all her aunt’s secrets by sitting and watching her.

See POUNDS, page 4
A message from the director

Any business, public or academic organization is most consistently successful when subject to a dynamic, insightful and experienced oversight board. A board is to offer counsel, suggest recommendations, make decisions and take leadership positions to ensure the organization makes sound short- and long-term plans to accomplish its mission and objectives.

The FAPC has the privilege of oversight by an Industry Advisory Committee of Oklahoma agricultural and business leaders, appointed by the highest positions of Oklahoma state government. Through the visionary leadership of certain state representatives and senators, such as Sens. Bruce Price, Paul Muegge and Bob Kerr and Rep. M.C. Leist, State Statute 2-5-60 was established in 1997 to provide an advisory committee for the FAPC.

Members of this committee are appointed by the governor, the speaker of the Oklahoma House of Representatives and the president pro tempore of the Oklahoma Senate. Additionally, the dean and director of OSU’s Division of Agricultural Sciences and Natural Resources has the privilege of appointments to this committee. The governor, the speaker and the president pro tempore appoint four committee members each, and the DASNR dean and director appoints three committee members as well as himself serving as a non-voting member to the committee.

The positions that are required by state statute include national food processors operating in Oklahoma, Oklahoma food processors, Made-In-Oklahoma representatives, economic development representatives, representatives from the food and agribusiness marketing and transportation sectors, a representative for the fiber and textile industry, representatives for the industrial and pharmaceutical sectors and representatives of production agriculture.

I will be spotlighting individual members of the Industry Advisory Committee for the FAPC in upcoming newsletters. I am very proud of the Oklahoma agricultural and business leaders who serve on this committee. The FAPC will continue to stay focused for economic growth in Oklahoma due to the leadership of the advisory committee.

J. Roy Escoubas, Director

FAPC Industry Advisory Committee elects new officers

The FAPC Industry Advisory Committee recently elected its 2004-2005 officers. Roger Ediger, Rodger Kerr and Brett Burk were elected to serve as chair, vice chair and secretary, respectively.

Ediger is of counsel for Mitchell and DeClerck P.L.L.C. in Enid. He received a juris doctorate from the University of Oklahoma and a B.A. degree in business administration and economics from Tabor College. Ediger has been a member of the OSU Dean of Agricultural Sciences and Natural Resources Advisory Board and the Oklahoma Agricultural Leadership Program.

Kerr is the director of business and industry services for the Southwest Technology Center in Altus. He graduated with a B.S. degree in agricultural economics from OSU and a MBA degree from Baker College of Michigan. Kerr is currently the president-elect of the Altus Kiwanis Club.

Burk is the territory sales manager for Elanco Animal Health in the cattle business unit. While at Elanco, Burk has worked 10 years in the Discovery Research Facility and nine years in sales. Burk resides in Edmond and enjoys raising and showing horses and running stocker calves.

New members join Industry Advisory Committee

Two new members have been appointed to the FAPC Industry Advisory Committee, Bob Collins of Fredrick, Okla. and Bill Wiley of Edmond, Okla.

Collins is the executive secretary of the Cooperative Ginner’s Association of Oklahoma and has been active in professional organizations such as the Oklahoma Cotton Incorporated State Support and the Rotary Club. Collins graduated from Northwestern Oklahoma State University in Weatherford with a bachelor’s degree in business and education and master’s degree in education. His board memberships include the Producers Cooperative Oil Mill, Oklahoma Agricultural Coop Council and NTOK-Cotton. Collins was in public education for 36 years as both a teacher and coach and is currently farming and ranching.

Wiley is a logistics professional with 30 years of industry experience and currently operates Oklahoma Refrigerated Services, LLC in Oklahoma City. Wiley attended Standford University where he earned his bachelor’s and master’s degrees in engineering. He is a member of many professional organizations including the World Food Logistics Organization, Made in Oklahoma Coalition and Food Shippers of America.
Holcomb selected for professorship

Rodney Holcomb, FAPC agribusiness economic specialist, has been selected for the Charles B. Browning Endowed Professorship in Food Science.

This endowed professorship was offered in recognition of Charles B. Browning and his 17 years of visionary leadership and service to Oklahoma, the agricultural industry and OSU’s Division of Agricultural Sciences and Natural Resources.

“It’s quite an honor,” Holcomb said. “I know that Dr. Browning had a keen interest in the development and success of the FAPC while he was dean and director of DASNR, and those individuals and companies who also contributed to the professorship obviously shared his enthusiasm.”

Holcomb came to the FAPC in 1997 to work in business and rural development through the venue of the value-added products processing charter of the FAPC, said J. Roy Escoubas, FAPC director.

“He has an established deep-rooted trust with the food and agribusiness industries in Oklahoma, with his colleagues on the OSU campus and particularly with all of his associates at the FAPC.”

Friends, colleagues and civic and industry leaders joined together in fundraising through the OSU Foundation to establish this endowed professorship. The endowment has been matched with funds through the Oklahoma State Regents for Higher Education Endowment Fund Program. The endowed professorship is an 11-month appointment involving 60 percent research, 30 percent extension and 10 percent teaching.

The goal involves the development of a nationally recognized program concerned with adding value to Oklahoma agricultural commodities through processing technology. The position includes education and science and technology transfer to the Oklahoma food and agricultural processing industries and graduate education and training focused on adding value to agricultural commodities.

Holcomb also will host an annual Browning Lecture series that will address current and future issues of importance to value-added products processing and food safety in Oklahoma.

FAPC’s role in rural development

By Chuck Willoughby, FAPC Business and Marketing Specialist

When we hear the term “rural development,” many of us might think of our county extension offices, local chambers of commerce, industrial authorities or our city fathers. But, how many of us think of the FAPC? The truth is FAPC plays a vital role in Oklahoma’s rural development efforts. Living by our mission demands it!

I had the opportunity to attend the National Rural Development Partner-ship Annual Conference in Oklahoma City. More than 200 rural economic development professionals from all over the United States were in attendance. Participants had the opportunity to attend educational sessions, listen to motivational speakers and learn about success stories. Myron Bradt, chair of the Board of Value Added Products in Alva, presented one such success story.

VAP, the Frozen Pizza Dough King of the Southern Plains, employs 140 people and plans to expand to include a toppings plant.

As Myron presented the steps VAP had taken to launch the frozen dough plant, he mentioned the importance of FAPC’s assistance. His presentation affirmed that FAPC is an integral part of rural development – from business planning and marketing assistance to HACCP training to engineering and other technical services.

As FAPC moves into its eighth year, there will be many more opportunities to fulfill our mission – to be a vital role in rural development – to be “Adding Value to Oklahoma.”
Financial Workshop benefits Oklahomans

The FAPC recently hosted a financial management workshop entitled, “Do Your Dollars Make Sense? How to Forecast and Analyze Your Financial Statements.”

The interactive workshop helped participants address business issues through financial management assistance, discussion of better accounting systems and strategies, and examples of proper accounting techniques and record keeping, said Corey Stone, FAPC business planning and marketing specialist and chair of the workshop.

“As business owners and entrepreneurs, many individuals have poured an immeasurable amount of time, energy and emotion into their ventures,” Stone said. “The fact is getting a small business moving is only the beginning. Maintaining the crucial financial aspects of a business can be overwhelming, even to the seasoned businessperson.”

The workshop included a case study in accounting principles and financial management, an interactive CD-ROM for home reference and discussions with FAPC faculty and staff.

Stone said the workshop proved to be an incredible educational experience for attendents interested in small businesses.