

# Ready, Blame, Fire...Myths and Misses in Marketing

**PRESENTER: IRA BLUMENTHAL**

Founder and President  
CO-OPPORTUNITIES, Inc.

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Ira Blumenthal is founder and president of CO-OPPORTUNITIES, Inc., a dynamic business development and consulting firm specializing in crafting, developing, managing, operating, and marketing strategic alliances for clients to help them extend their reach, secure new markets, build alternative channels of distribution and leverage non-traditional opportunities. He is currently finishing two books scheduled for release in late 1995: *Ready, Blame, Fire...Myths and Misses in Marketing* and *The Subliminal Criminal*.

A 24-year veteran of the food industry, Ira has served in executive sales, marketing and management positions with several major corporations, including the Sara Lee Meats Group. His other involvement in the meat industry was with Rymer Foods, where he was an executive vice president in charge of all protein categories. He also teaches at The Foodservice Institute at Notre Dame University and is a guest lecturer at the Department of

Marketing at Michigan State University. Additionally, he writes a syndicated column and has contributed to *Exxon Today*, *The IGA GrocerGram*, *R&D Magazine* and *Food Management magazine*, among others. In 1991, he created, coordinated and co-developed the first branded food court, The Supreme Court, in a U.S. supermarket.

He has received several honors in the food industry, including the International Foodservice Manufacturers Association's "Key Person Award." He has also been profiled in many consumer, marketing and foodservice publications, and was deemed a "visionary" by Putnam Publishing and an "innovator" by *Supermarket News*. He was also named by *Restaurants and Institutions* magazine as "one of nine industry leaders to watch in the 1990s."

Married and a father of five, Ira also finds time to be a youth athletic coach and community activist.

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PRESIDENT, IFA INTERNATIONAL

Founder and President  
COMMUNITIES, Inc.

Marketing at Michigan State University...  
 writes a regular column and has contributed to  
 various journals. The 1981 Proceedings, IFA's 20th  
 Food Management symposium, among others in 1981, he  
 created, coordinated and co-developed the first published  
 food cost. The National Food Cost in a U.S. symposium.  
 He has received several honors in the food industry  
 including the International Foodservice Manufacturers  
 Association's "Top Person Award." He has also been the  
 first in many countries, marketing and foodservice pub-  
 lications and was deemed a "visionary" by Foodservice  
 Publishing and an "innovator" by Foodservice News. He  
 was also named by Foodservice News as one of the  
 top 100 in the industry. He is also the author of the  
 book "Marketing and a Future of Food" and also has been  
 a youth advisor coach and community advisor.

Dr. Blumenthal is founder and president of IFA  
 OPPORTUNITIES, Inc., a private business development  
 and consulting firm specializing in creating, developing  
 marketing operations and marketing research solutions  
 for clients to help them extend their reach, secure new  
 markets, build alternative channels of distribution and  
 leverage non-traditional opportunities. He is currently  
 finishing two books scheduled for release in late 1983:  
 "Food Service: The Myths and Misses in Marketing and  
 The National Crisis."  
 A 24-year veteran of the food industry, he has served  
 in executive sales, marketing and management positions  
 with several major companies, including the last two  
 years with IFA. His other involvement in the food industry  
 was with IFA, where he was an executive vice  
 president in charge of all product categories. He also  
 teaches at the Foodservice Institute at Saint Louis  
 University and is a guest lecturer at the Department of

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TO  
SOCIETAL BENEFITS



## NOTES