The Aerospace & Defense Forum

Facilitating Business Communication, Collaboration, & Commerce

The Aerospace & Defense Forum Invites you to a
National Online Forum

"The 10P's of Manufacturing Services Marketing"

Presenter:

Frank Nichols
Founder, CEO, President
Silicon Forest Electronics
Vancouver, WA

Thursday, April 29, 2021

Webinar: 8:00-9:00 am pacific time

Click here to register

Both members and non-members must register to attend.

ACCESS INFORMATION will be provided to registrants at the bottom of the registration confirmation email from Eventbrite. In addition, a reminder email with the access



information will be sent to registrants the day before the event.

The event will be recorded and made available for download by A&D Forum members.

Registration Fees
Free - A&D Forum member & Corporate Members
$25 - Non-member

You will receive multiple invitations, regardless of whether you have already registered. Please do not register more than once!

Please register as an A&D Forum member ONLY if you have a currently active membership.
Claimed memberships will be verified before the meeting and erroneous registrations will be potentially cancelled. Click here to become a member.

April 29, 2021 Meeting

- **Access information** may be found near the bottom of the confirmation email you will receive from Eventbrite after registering.
- There will also be an email sent to all registrants the day before the event.
- Please ensure your mike is muted and your video is off - icons on the lower left of your window.
- Questions will be welcomed via the Chat function.
- During registration you will be asked whether you want your contact information distributed

"The 10P's of Manufacturing Services Marketing"

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Modern marketing mix stems from the concept of the Four P's of Marketing created by E. J. McCarthy (1960) in his book *Basic Marketing – Managerial Approach*. The concepts are the basic building blocks of marketing strategy utilized around the world. In the last 20 years, different authors have altered or built upon McCarthy's work, but the four "P's" (Price, Product, Place, and Promotion) have remained the mainstay of modern marketing theory.

In this presentation, the original four "P's" remain the basic building blocks of marketing strategy. They are augmented by six new "P's" to amplify the impact of today's complex market approaches. The 2021 Marketing Mix includes the original Price, Product, Place, Promotion, and adds Personal, Presence, Persistence, Perceptions, Pathology, and Proportionality.

Mr. Nichols will speak to all ten elements and give ideas and guidance around creating a successful marketing mix.

to other attendees. This is a replacement for copying and distributing business cards at chapter meetings.
- For this meeting, we will not be doing indiviidual elevator speech introductions.

Feel free to pass this invitation on to others you think would be interested.

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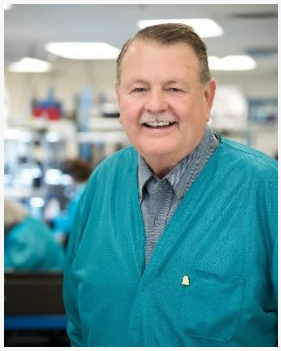

Mr. Frank Nichols has nearly 50 years of experience in the aerospace and military sectors as an engineer/manager for the US Navy/Air Force, the large private sector prime program manager, independent marketing and management consultant, and most recently, an entrepreneur. Mr. Nichols is the Founder of Silicon Forest Electronics in 1998 as a green-field start-up. He grew Silicon Forest Electronics to $24M in revenue with 86 employees and provides contract-manufacturing services building leading-edge electronics for the aerospace, unmanned, medical, industrial, and military markets.

Mr. Nichols completed all but his dissertation for his Ph.D. from Walden University in 2019. He earned an MBA from the University of Phoenix in 1992. His undergraduate degree is a Bachelor of Science degree in Mechanical Engineering from California State University, Fresno, in 1972. Mr. Nichols is a private pilot (not current), a world traveler, an accomplished professional photographer, and lives in Woodland, WA. He is married, has six children, eleven grandchildren, and two great-grandchildren.

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is a global aerospace and defense leadership 8-chapter community of over 2400, providing opportunities for sharing of information, current events, and analysis, mutual support and encouragement, partnering, innovation, and performance breakthroughs.

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