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# Founder Of Joseph's Gourmet Pasta Kicks Off 2005 Holloway Seminar Series At UNH Whittemore School

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DURHAM, N.H. – Joseph Faro, president and founder of Joseph's Gourmet Pasta & Sauces, will be the first speaker of the 2005 Holloway Seminars in Entrepreneurship, which are sponsored by the Whittemore School of Business and Economics at the University of New Hampshire.

Faro will discuss “From Concept to Reality: The Story Behind Joseph’s Gourmet Pasta and Sauces, Inc.” at the seminar Friday, Feb. 11. The event begins at 7:30 p.m. and will be held at The New England Center on UNH’s Durham campus. A reception will immediately follow.

Faro is a graduate of the Whittemore School where he majored in finance and business administration. He started Joseph's Gourmet Pasta & Sauces in 1991, after developing its business plan for the 1991 Paul J. Holloway Business Plan Competition, which is hosted every year by the Whittemore School.

Not only did Faro create the specialty pasta and sauces concept, he taught himself the culinary skills necessary to succeed. Starting his business at 21 years old, he has done everything from formulating product lines, selling major restaurant chains and distributors, and engineering the automation of the entire facility to managing several construction projects and equipment installation.

His background in finance had proven invaluable for overcoming obstacles that cripple many startup manufacturers, such as cash flow planning, inventory manipulation, and sources of both long-term and working capital.

Today the Haverhill, Mass., company, which sells gourmet pasta and sauces to restaurants, hotels, country clubs, wholesale clubs and supermarkets across the country, is a \$40 million-a-year business employing nearly 200 people.