



2016

Food Marketing Conference, 2016- Program and Speakers

Haworth College of Business

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2016 FOOD MARKETING CONFERENCE AGENDA

Monday, April 11, 2016

<u>Time</u>	<u>Event</u>	<u>Room</u>
8:00 a.m.	Registration Opens	Secchia Lobby
9:00 a.m.	Employer Breakfast with Students	Grand Gallery AB
9:30 a.m.	Advisory Board Meeting	Grand Gallery EF
12:00 p.m.	Welcome Luncheon	Ballroom BCD
1:00 p.m. – 1:45 p.m.	Tara Jaye Frank, Founder and CEO of TJF Career Modeling LLC	BallroomBCD
1:45 p.m. – 2:00 p.m.	Refreshment Break	Secchia Lobby
2:00 p.m. – 2:45 p.m.	Wendy Davidson, President, Kellogg Specialty Channels	Ballroom BCD
2:45 p.m. – 3:30 p.m.	Karen Fichuk, President, Nielsen NA	Ballroom BCD
3:30 p.m. – 4:45 p.m.	Executive Forum	Ballroom BCD
5:00 p.m. – 6:15 p.m.	Welcome Reception	Secchia Lobby
6:30 p.m. – 7:30 p.m.	Dinner	Ballroom BCD
7:30 p.m. – 8:00 p.m.	Tom Zatina, President McLane Food Service Adrian Trimpe Distinguished Service Award Recipient	Ballroom BCD
8:00 p.m.	Dave Carroll Musician, Author, Motivational Speaker	Ballroom BCD

Tuesday, April 12, 2016

<u>Time</u>	<u>Event</u>	<u>Room</u>
7:00 a.m. – 8:00 a.m.	Breakfast	Ballroom BCD
8:00 a.m. – 8:40 a.m.	Rich Wolowski, President & COO, Gordon Food Service	Ballroom BCD
8:40 a.m. – 9:20 a.m.	Neil Stern, Author, Senior Partner, McMillianDoolittle	Ballroom BCD
9:20 a.m. – 10:00 a.m.	Jason Dorsey, Best Selling Author, Millennials Expert	Ballroom BCD
10:00 a.m. – 10:30 a.m.	Networking Break	Secchia Lobby
10:30 a.m. – 11:30 a.m.	Breakout Session I Channel-less Retailing in a Multi-Channel Industry Art Sebastian, Meijer, Inc. Don't Freeze Out The Boomers Larry Levin, IRI What's In Store: 2016 and Beyond James Russo, Nielsen Equipped and Engaged Teams Thrive Dr. Laura Lee Larson, Learning LLC The Journey of the Last 100 Yards Abby Otilio, Procter & Gamble Joint Business Planning to Drive Innovation Tom Burkemper, 7-Eleven Weaving Private Brands Into A Retailer's DNA Mark Dickinson, Emerge The Craft of Craft Beer Marketing Marcel Zondag, Western Michigan University	Grand Gallery Overlook A Grand Gallery Overlook B Grand Gallery Overlook C Grand Gallery Overlook D Grand Gallery Overlook E Grand Gallery Overlook F Grand Gallery Overlook G Grand Gallery Overlook H
11:45 a.m. – 12:45 p.m.	Breakout Session II Grocerant: Food Retail's Role in the Future of Food Service Joan Driggs, Progressive Grocer Innovation the Key to Driving Growth Larry Levin, IRI Even TP is Just a Click Away Byron Knight, Georgia-Pacific Are You Working on the Right Stuff? Bryan Yager, The Bryan Yager Group, LLC What Marketers Miss When They Forget About Boomers Kaye Young, Category Management Association Getting Your Digital Strategy Right Courtney Sieloff, Burson-Marsteller Emerging Trends from Retail to Food Ryan Patel, Pinkberry, Inc. The Millennial Mindset Greg Vodicka, FutureCast	Grand Gallery Overlook A Grand Gallery Overlook B Grand Gallery Overlook C Grand Gallery Overlook D Grand Gallery Overlook E Grand Gallery Overlook F Grand Gallery Overlook G Grand Gallery Overlook H
1:00 p.m. – 2:30 p.m.	Luncheon Awards Program	Ballroom BCD
2:30 p.m. – 3:15 p.m.	Hank Meijer, Meijer, Inc.	Ballroom BCD
3:15 p.m.	Closing Comments and Adjournment	Ballroom BCD

WESTERN MICHIGAN UNIVERSITY



Welcome to the 51st Food Marketing Conference!

It is a pleasure, indeed, for Western Michigan University to welcome you, the facilitators, speakers, WMU students, faculty and administrators to this year's Food Marketing Conference. Many people have worked tirelessly to guarantee that this year's conference will be a great success.

Each year our conference grows in attendance, and we thank DeVos Place for opening their beautiful facility to our growing conference needs.

We also extend a warm welcome to our food industry representatives. To say that your role is important is an understatement. You bring a great source of practical guidance, encouragement and incentive to our students. You are essential to the success of this conference. We thank you and your company for setting aside time to be a part of this important event.

This year's conference theme is important and timely: *People, Purpose & Passion: The Pathway to Success*. We have excellent speakers and have expanded our content in the breakout sessions. We know you will come away with a renewed vision for your role in the industry. Please take advantage of all the opportunities that are available for you.

I end with a reminder of the importance of this conference. Great things are accomplished when we combine the expertise of the past and present with the passion and potential of the future. Western Michigan University is both proud and grateful to be a part of *The Pathway to Success* for the Food Marketing Industry.

Sincerely,

John M. Dunn
President

1903 W. Michigan Ave., Kalamazoo, MI 49008-5202
PHONE: (269) 387-2351 FAX: (269) 387-2355
WEBSITE: wmich.edu/president
CAMPUS SITE: 3065 Seibert Administration Building



WESTERN MICHIGAN UNIVERSITY



Dear Conference Participants,

It is a pleasure to welcome you to the annual Food Marketing Conference. This year's program features outstanding leaders in the food marketing and consumer package goods industries who are certain to spark discussion on vital topics.

This year we are in a new location and venue to accommodate the success of this conference, which provides a relevant and engaging program from leading industry experts in an atmosphere designed to foster networking and relationships. This year's conference theme "People, Purpose & Passion: The Pathway to Success" could not be more apt—these are the key elements of success in business, and knowing how to harness them is both complex and powerful. This year's conference sessions will explore all three of these elements in ways that will ignite your own passion for the work that you do.

I also want to thank you for your continued support of our food and consumer package goods marketing program. You help us provide our students with a comprehensive and hands-on education. Thank you for lending your time and talents to our program, making it one of the premier collegiate food marketing programs in the nation.

Our continued partnership not only ensures that our students develop the knowledge and skills necessary for their personal career success but also provides you with a rich pool of talent where you will find future leaders for your organizations.

I am confident that you will find the conference a thought-provoking and meaningful experience!

Best wishes,

Kay M. Palan, Ph.D.
Dean, Haworth College of Business

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WEBSITE: wmich.edu/business
CAMPUS SITE: Schneider Hall

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Monday, April 11, 2016



1:00 - 1:45 p.m.

Courageous Leadership

Tara Jaye Frank

Founder and CEO of TJF Career Modeling LLC

In today's demanding retail environment leaders need to take risks, be bold and have courage in their decision making. Being courageous can develop differently for men and women, often shaped by early childhood experiences and influences. Enabling an environment of courageous leadership for both genders is critical in leveraging a diverse workforce to drive business growth in our industry. In this session you'll learn about the impact of gender diversity on business performance and how to foster a corporate culture that allows courageous leadership to flourish.

Sponsored by  network of executive women
new
retail, consumer goods & services

Kellogg's® **The Evolution in Eating Away From Home: Serving Up Tomorrow, Today**

2:00 - 2:45 p.m.

Wendy Davidson

President, Kellogg Specialty Channels

Consumers eating behaviors are evolving at a rapid rate. With increasingly busy lifestyles, more people are choosing to eat away from home as part of their daily routine. According to NPD Group, nearly half of all US food dollars and roughly 5% of personal income is spent eating within foodservice locations outside of the home. This not only answers the need for greater convenience and portability but also introduces consumers to new flavors and exciting food trends that start on the menu. With meal sources shifting and consumer preferences changing, what are the implications for food marketers in the future?



2:45 - 3:30 p.m.

Do You Have an Omni-Channel Strategy?

Karen Fichuk

President, Nielsen North America

Karen Fichuk is President of Nielsen, North America where she leads Nielsen's business with consumer packaged goods manufacturers and retailers across the U.S. and Canada. She will provide a thought-provoking review of the major trends in our industry with a particular focus on consumers. Connected consumers, changing demographics, and macro-economics are driving the need for every Retailer & CPG Manufacturer to have an omni-channel strategy. Format innovation is happening rapidly, it's part of the omni-channel evolution and will impact every part of the CPG and Food industry.

nielsen
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Monday, April 11, 2016

Executive Forum

3:30 - 4:45 p.m.



Paul Madura
Moderator
Retired Senior Vice President
H.E.B. Food/Drugs

The Food Industry is experiencing an unprecedented era of change unlike anything we have experienced in the past. Format evolution is developing at a swift pace. Consumer dynamics continue to evolve as we see the influences of generational shifts in eating and shopping behaviors. Technology is at the forefront of every industry leader's agenda as connected consumers drive the need for an Omni-channel strategy.

Paul Madura, formerly with H.E.B. Foods and Drugs will moderate a diverse and powerful group of Industry Panelists representing traditional retailers, C-Store, Drug, Small Store format and the CPG industry. They will discuss the latest trends, how customers are dictating our strategies, where business growth needs to occur to capitalize on these trends and the challenges we face in order to execute successfully.



Chris Albi
Vice President of Operations
Kroger Company



Tom Burkemper
Sr. Director Merchandising
7-Eleven



Kathy Casey
Vice President US Channels
Kellogg Company



Chuck Pilliter
Retired Executive Vice President
Trader Joes



Bill Renz
Vice President
Rite Aid Corporation

United Breaks Guitars: The Power Of One Voice In The Age Of Social Media **Dave Carroll** **Musician, Entertainer, Motivational Speaker**

8:00 p.m.

Dave Carroll is an award winning singer-songwriter, professional speaker, author and social media innovator. Known as a master storyteller, Dave's incredible talent was introduced to millions when his 2009 anthem 'United Breaks Guitars' became a worldwide sensation.

In this presentation Dave shares his humorous and compelling story of how brand strength and reputation can quickly become tarnished in today's connected world. He'll share how he handled a frustrating situation with a mission of improving the world, one experience at a time, and shows how the voice of the customer becomes amplified when a poor experience goes viral.



Sponsored by



Tuesday, April 12, 2016

Gordon[®]
FOOD SERVICE STORE

8:00 - 8:40 a.m.

It's All about People and Culture
Rich Wolowski
President and COO, Gordon Food Service

Rich Wolowski serves as President and Chief Operating Officer of Gordon Food Service, a multibillion-dollar foodservice distribution company with operations in the U.S. and Canada. He is responsible for all operational aspects of Gordon Food Service. In his presentation, Rich will address how Gordon Food Service has grown over the years by upholding the business principals of being passionately committed to the people they serve. Rich will discuss how simple concepts can transform an organization's culture, engagement and bottom-line. The passion for people and employees can become a sustainable competitive advantage by their actions, ideas, service and spirit.



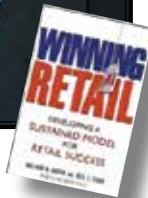
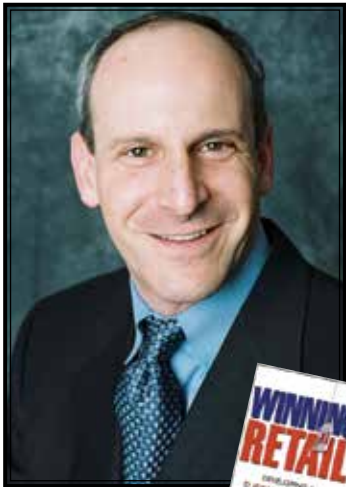
8:40 - 9:20 a.m.

Disruptions in Food Retail: How to Respond
Neil Stern

Author, Retailing Expert, Senior Partner, McMillianDoolittle

Neil Stern is a retailing expert specializing in the area of new retail concepts. As a food industry thought leader, Neil has worked across all segments of the industry, including supermarkets, convenience stores and foodservice. Neil has co-authored two books, "Winning At Retail" and "Greentailing and Other Revolutions in Retailing."

In his presentation he will discuss the changes at all levels that are forcing retailers and suppliers to rethink their strategies and act upon the changing consumer of tomorrow. Driven by tremendous disruptions in the industry: Technology, New Competition, Formats, Consumer Trends, the retail food industry is changing faster than ever. This presentation offers a fast paced overview on the key trends that are disrupting the market and most importantly, what are some of the innovative ways that retailers can respond.



9:20 - 10:00 a.m.

Unlocking the Power of Generations to Grow Your Business

Jason Dorsey
Best Selling Author, Millennials Expert

Jason Dorsey has been featured as a generational expert on 60 Minutes, 20/20, The Today Show, The Early Show and dozens more. Adweek calls Jason a "research guru" and The New York Times featured him in its cover story on marketing to Millennials. Jason helps companies and business leaders solve tough generational challenges through research, strategy and his speaking.

In this provocative presentation, best selling author Jason Dorsey exposes new generational truths that directly impact leaders like you. Jason shares surprising data, firsthand stories, and step-by-step actions. You can rely on these actions to drive sales, communication, engagement, recruiting and more.



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Tuesday, April 12, 2016



2:30 - 3:15 p.m.

Minding Our Customer

Hank Meijer
Co-Chairman
Meijer, Inc.



Hank Meijer is Co-Chairman of Meijer, Inc. in Grand Rapids. He joined the family retail business at the age of 11 as a grocery clerk. After serving as a reporter for a Detroit-area suburban newspaper group, he became editor and later publisher of a weekly newspaper in Plymouth, Michigan. He rejoined Meijer in 1979 as assistant advertising director. In 1984, he published *Thrifty Years*, a biography of Hendrik Meijer, the company's founder and his grandfather. Meijer, Inc. operates a chain of more than 200 self-service combination supermarket-discount department stores located in Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin.



Breakout Session I

Tuesday, April 12, 2016 • 10:30 - 11:30 a.m.



Don't Freeze Out The Boomers

Larry Levin

Executive Vice President, Business Development, IRI

With all of the focus today on Millennials and their impact on the consumer landscape, the largest—and most influential generation, Baby Boomers, is sometimes overlooked. Today's Boomers contribute more than 37% of all CPG sales and by 2020 are still estimated to bring a third of all sales. Marketers can ill-afford to turn a blind eye to this important group as they continue to manufacture and market to win the hearts and minds of Millennials. Larry will explore different attitudinal and behavioral segments of Baby Boomers and show how to best leverage their needs and wants to continue to be at the forefront as their preferred retailers, categories and brands.



Channel-less Retailing in a Multi-Channel Industry

Art Sebastian

Director, Digital Shopping, Meijer, Inc.

Digital technology is allowing Meijer to expand its one-stop-shop concept to a channel-less environment, where shoppers can access the retailer's expansive inventory wherever they want to shop. Customers now want to shop online, by mobile and in store, as well as choose whether to pick up the order or have it delivered. Consumer dynamics continue to change as we see the influences of generational shifts, household makeup and economics. Meanwhile retailers, packaged goods companies and restaurant operators are adapting by creating multi-channel experiences to address these changes.



Equipped and Engaged Teams Thrive

Dr. Laura Lee Larson, President, Learning LLC

New research comes out regularly about how the "lack of employee engagement" is a huge issue in the workplace. In fact, 70% of American employees aren't working to their full potential – which means that disengaged employees cost the U.S. an estimated \$450 billion to \$550 billion in lost productivity per year. In this breakout session Dr. Larson will share her observations on why engaged teams thrive and achieve their best and provide you practical ideas to help your team.



What's In Store: 2016 and Beyond

James Russo

Senior Vice President, Global Consumer Insights, Nielsen

The shopping landscape has noticeably shifted this year – but which shifts will continue and which are just a fad? Get your first look into not just the trends we're anticipating for 2016, but also our five-year retail forecast. This session will look at the key factors that will influence the future of business –including evolving eating habits and local markets changing the consumer landscape, the impact of multicultural consumers and the rise of tech titans that are changing retail.

Breakout Session I

Tuesday, April 12, 2016 • 10:30 - 11:30 a.m.

Joint Business Planning to Drive Innovation

Tom Burkemper
Sr. Director of Merchandising, 7-Eleven

Tom will share his manufacturer and retailer perspectives on how through a combination of collaborative joint business planning and executing category management fundamentals, organizations can succeed in creating real and sustainable long term value and innovation. Tom will discuss why investing in a collaborative manufacturer retailer relationship is worth the effort. He will also share his approach to the joint business planning process along with examples of how he and his team work collaboratively with manufacturers to bring innovation to consumers at retail.



The Journey of The Last 100 Yards

Abby Otilio
Director, Store Development Organization, Procter & Gamble NA

Brilliant execution is critical to winning shopper loyalty in today's quickly evolving retail landscape. At the core of delighting the shopper is on shelf availability, a top three driver in consumer choice of retailers. Out of stock rates remain at ~8%, representing an opportunity to not only grow revenues 8%+, but to better deliver vs. shopper needs. This session will share a roadmap to joint manufacturer/retailer impact upon the on shelf availability opportunity, with focus upon leveraging data to drive insights, root cause understanding, and a joint plan of action.



The Craft of Craft Beer Marketing

Marcel Zondag
Assistant Professor, Western Michigan University

The continuing popularity and double-digit sales growth of craft beer has dramatically changed category management, shopper marketing and channel management practices for the entire beer segment. A panel of senior leaders from Arcadia Ales, New Holland Brewing, Bells, Meijer and IRI will discuss the latest trends in on and off-premise craft beer marketing & sales, and review the preliminary results from a large-scale craft beer research project conducted by the Food Industry Research and Education Center, part of WMU's Food Marketing program.



Weaving Private Brands Into A Retailer's DNA

Mark Dickinson
Co-Founder and Managing Partner, Emerge

We all know private brands are being treated as a strategic, "in-your-face" weapon by many retailers, but the best-in-class retailers are embedding own brands into their cultural and marketing fabric like never before. The road to making it part of their DNA doesn't happen overnight, and in this session we will review how they are doing it, how it impacts the ways CPGs approach innovation, how they are creating unique shopper and category destinations, and why what happens outside of the store is just as important for Millennials as the experience within it.



Breakout Session II

Tuesday, April 12, 2016 • 11:45- 12:45 p.m.



Grocerant: Food Retail's Role in the Future of Food Service

Joan Driggs

Editorial Director, Progressive Grocer

Retail meal solutions, fresh prepared foods, home meal replacement are all terms that embody Grocerant, freshly prepared foods available through grocery retail. Successful grocerants simplify lives, deliver against needs, offer interesting taste experiences, nourish the spirit as well as the body, and connect with shoppers in meaningful ways. Retailers with attractive grocerant programs can not only lure consumers who usually turn to restaurants for meal solutions, but will likely benefit from bigger baskets as shoppers tend to add other items to the basket.



Are You Working on the Right Stuff?

Bryan Yager

Principal, The Bryan Yager Group, LLC

Many of us began our careers as “super doers”, working hard and delivering results that mattered to the organizations and people we served. Unfortunately, that same hard work, determination and dedication to results also has a potential dark side which can limit not only our personal growth and development as strategic leaders, but have devastating consequences for the organizations we lead. Learn how you can enhance your personal growth and development as leader.



What Marketers Miss When They Forget About Baby Boomer Buying Power

Kaye Young

Senior Vice President, Shopper Marketing and Consumer Insights Category Management Association

Boomers are still one of the largest segments of the shopping population, and they have more spending power than any other single segment, but they are increasingly ignored by Shopper Insights and Consumer Marketing. We'll tell you why this is an exciting shopper segment, and what you can do to capture more of their dollars at the shelf.



Even TP is Just a Click Away

Byron Knight

Vice President, eCommerce, Georgia-Pacific Consumer Products

Today's consumers expect that any product or service they want is available for purchase online, and they love their TP being just a click away! Convenience is king and the experience must feel seamless whenever, wherever, and however they engage across the path-to-purchase. Leading retailers & CPG organizations are at the forefront of satisfying this need in an omni-channel environment. Byron will share Georgia-Pacific's transformational journey to develop an eCommerce capability, review the importance of eCommerce fundamentals, and discuss the necessity for innovation in order to satisfy the online consumer.

Breakout Session II

Tuesday, April 12, 2016 • 11:45- 12:45 p.m.

Emerging Trends from Retail to Food

Ryan Patel, Vice President, Global Development for Pinkberry, Inc.

With the pressure and intensity that brands continue to face, it is no wonder why innovation has become a necessity. With the recent trends from the US to the international markets, retail and food have become intermixed. This talk will provide strategies and key principles that brands utilize when faced with leveraging their core competencies. This will be an unique opportunity to see what goes on behind the scenes when brands are trying not just to protect the brand but also harness the entrepreneurial spirit in a fast changing and futuristic view of markets.



Getting Your Digital Strategy Right

Courtney Sieloff

Director of Digital Strategy, Burson-Marsteller

A digital strategy is no longer a “nice-to-have,” but a critical part of a branding strategy (PS: if the youngest person in your company is in charge of your digital media, you are doing it wrong). Spanning communications, marketing, and public relations, your digital game has to be top notch to be impactful. Courtney will discuss the use of storytelling across platforms, how to use “big data” to target messaging to engage new and current audiences, and how to really tell if your social media strategy is having the hoped for effect.



Innovation the Key to Driving Growth

Larry Levin

Executive Vice President, Business Development, IRI

Innovation is one of the key ingredients to driving growth both in revenue and mindshare. Today's CPG manufacturers that successfully leverage new product innovation as a differentiator in the market can help drive their own successes as well as creating buzz and excitement around their categories, aisles and the total store which leads retailers to embrace new product successes. The keys to new product successes are not just about “getting it right the first time”, but also about their sustainability in year two and beyond. IRI's Larry Levin, head of its Innovation Strategies and Thought Leadership, will lead a discussion on the IRI's New Product Pacesetters and the keys that drove their success.



The Millennial Mindset® - How Consumers are Fueling New Food Truths

Greg Vodicka

Millennial Consulting Director

Millennials are today's largest and most influential generation of consumers. We will explore major Millennial Mindset® food trends that influence attitudes & behaviors; how Millennial culture and behaviors are shaping new grocery and restaurant eating trends; how you can feed Millennials' desire for transparency and authenticity through practical proof; how becoming parents and gaining affluence has changed Millennial shopping habits and much more.



Adrian Trimpe Distinguished Service Award



This award was established in 1996 to honor the memory and achievements of the late Adrian Trimpe, Chairman Emeritus of Distributive Education and founder of the WMU Food/CPG Marketing Program. It is presented to individuals who have dedicated extraordinary time and effort to the support and enrichment of the Food/CPG Marketing Program and its students.

This Year's Recipient

*Tom Zatina
President
McLane Food Service
2016 Recipient*



Previous Recipients



*Dave Jones
Vice President, Industry Initiatives
The Kellogg Company
2015 Recipient*



*Marv Imus
Principal
Imus Ventures, LLC
2014 Recipient*



*Steve Sholtes
US Country Manager
Advantage International
2013 Recipient*



*Steve Holdiman
Customer Vice President
Kraft Foods
2012 Recipient*



*Phil McGrath
Director, Business Planning
The Nielsen Company
2011 Recipient*



*Phil Straniero
Executive in Residence, Food/CPG Marketing
Western Michigan University
2010 Recipient*



*Raymond A. Dannenberg
Professor Emeritus
Western Michigan University
2010 Award Recipient Posthumously*



*Larry Harding
Retired President
Harding Enterprises
2009 Recipient*



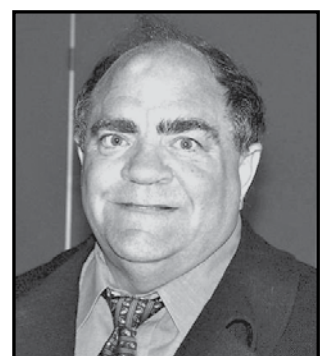
*Andrew A. Brogowicz
Retired Chair & Professor of Marketing
Western Michigan University
2007 Recipient*



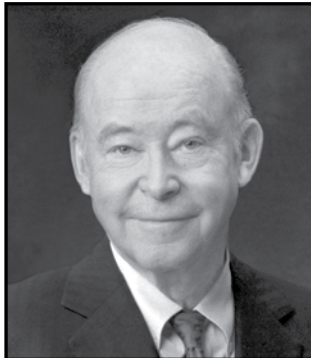
*Joy Nicholas
National Account Executive
RBS Lynk
2006 Recipient*



*Jim McGreal
President
Advanced Learning Solutions
2005 Recipient*



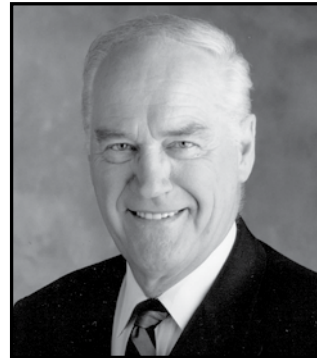
*Patrick L. Mitchell
Chairman & CEO
Mitco Sales
2004 Recipient*



*Samuel C. Johnson
Chairman Emeritus
S.C. Johnson & Son, Inc.
2002 Recipient*



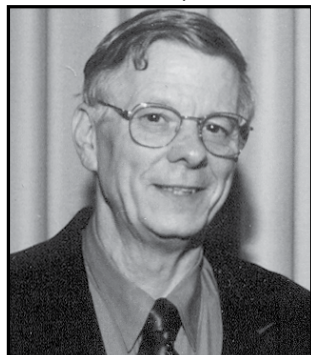
*Ted File
Sr. Vice President
Information Resources, Inc.
2001 Recipient*



*Arnold Langbo
Chairman of the Board
Kellogg Company
2000 Recipient*



*Craig Sturken
Chairman & CEO, Midwest Operations
Great Atlantic & Pacific Tea Co.
1999 Recipient*



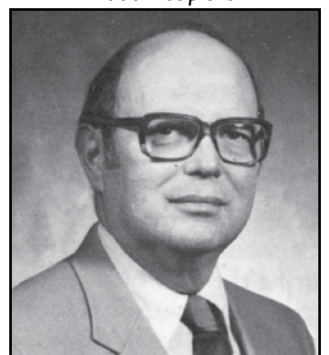
*Edward F. Buron
Sr. VP Human Resources
Jewel-Osco
1998 Recipient*



*Pat Quinn
Chief Executive Officer
Spartan Stores
1997 Recipient*



*Dick "Chief" Neschich
Associate Professor Emeritus
Western Michigan University
1996 Recipient*



*William O. Haynes
Associate Professor Emeritus
Western Michigan University
1996 Recipient*

WMU Food Marketing Alumni Hall of Fame

This award is presented to Alumni of the Food/CPG Marketing Program who through their outstanding achievements have distinguished themselves as food industry leaders.

This Year's Recipients



*Bob Popaditch
Former Vice President Merchandising
Jewel Foods
President of Serv Corp
Class of 1966*



*Paul Smith
Retired President
Kroger Company,
Atlanta Division
Class of 1968*

Past Recipients



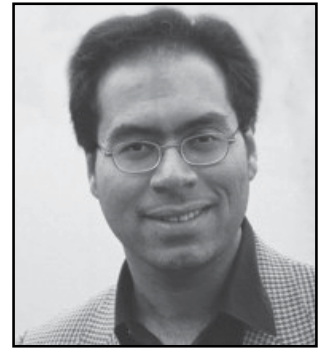
*Bill Nasshan
Executive Vice President
and Chief Merchandising Officer
Bi-Lo Holdings
2015 Recipient - 1980 Alumnus*



*Amy Feldman
Vice President, Key Accounts
KeHE Distributors Inc.
2014 Recipient - 1997 Alumnus*



*Michael Ross
Vice President, Customer Marketing & Loyalty
Meijer Inc.
2013 Recipient - 1988 Alumnus*



*Sawan Kapoor
President & CEO
Kapoor Lighting
2012 Recipient - 2001 Alumnus*



Brian Haaraoja
Senior Vice President
SpartanNash
2011 Recipient - 1984 Alumnus



Chris Burns
Director of Sales
Defense Commissary Agency (DECA)
2011 Recipient - 1986 Alumnus



Don Baker
Vice President
Sara Lee Foods
2011 Recipient - 1985 Alumnus



Marty Miller
President & CEO
Melitta Coffee
2009 Recipient - 1980 Alumnus



Frank Gambino
Director Food/CPG Marketing
Western Michigan University
2007 Recipient - 1977 & 1993 Alumnus



Dominic Buccellato
President & CEO
Royal Pet - Pet Supplies Plus
2005 Recipient - 1975 Alumnus



Martin J. Miller
EVP & General Manager
Coca-Cola Enterprises, Inc.
2005 Recipient - 1981 Alumnus



John Phillips
SVP Customer Supply Chain & Logistics
PepsiCo Global Operations
2004 Recipient - 1986 Alumnus



Alex Miller
President
Daymon Worldwide
2004 Recipient - 1969 Alumnus



Paul Madura
Former SVP/General Manager
H-E-B Food/Drugs
2003 Recipient - 1974 Alumnus



Robert P. Hermanns
President
Associated Grocers
2003 Recipient - 1965 Alumnus



Steve DeYoung
President & CEO
Big Top Markets
2002 Recipient - 1977 Alumnus



Bill Bolton
President & CEO
Jewel Foods
2002 Recipient - 1968 Alumnus



Frank Eckstein
Executive Vice President
Winn-Dixie Stores
2001 Recipient - 1968 Alumnus



Wendell Christoff
Vice Chairman
Litehouse, Inc.
2001 Recipient - 1968 Alumnus



Doug Carolan
President & CEO
Associated Wholesale Grocers
2000 Recipient - 1962 Alumnus

We're on a Roll...

FOUR SCHOLARS IN THREE YEARS

For the last three consecutive years the Food Marketing Program has produced four Marketing Department Presidential Scholars



2016

Brianna Amat

*pictured with Phil Straniero
Executive in Residence*

2015



Ali Russo

*pictured with Frank Gambino,
Food Marketing Program Director*

Excellent!



2014



Hannah Downs & Katy Kick

*pictured with Frank Gambino, Food Marketing Program Director &
Dr. Mushtaq Luqumani, Department Chair*

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Zhang Career Center
Haworth College of Business

WESTERN MICHIGAN UNIVERSITY

ALL THINGS **BUSINESS** FOR STUDENTS AND EMPLOYERS

- Practice Interview Day
- Resume Critique Day
- Marketing, Sales, & Food Marketing Career Night
- Business Career Day
- Food Marketing Pre-Conference Activities
- Business Externship Program
- On-campus Interviewing
- Premier Partner Program

W
M
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To arrange a visit or find out more about our programs, please contact:

Jennifer Palmatier

Employer Relations Specialist
jennifer.r.palmatier@wmich.edu
(269) 387-2729

BUSINESS

www.wmich.edu/business/career



WESTERN MICHIGAN UNIVERSITY

Haworth
College of Business



GO HIGHER

wmich.edu/mba

Master of Business Administration (MBA)

Are you always looking for the next opportunity to further develop a process, project, or collaborative endeavor? If so, the Master of Business Administration degree at Western Michigan University may be right for you. In the MBA program, you will be challenged, and

you will be encouraged to challenge the status quo in productive ways. The MBA is the gold standard for advancement in the field of business. All courses are designed for full-time working professionals, providing flexibility as you pursue your goals.

Campus

LOCATIONS:

Kalamazoo
Grand Rapids

.....
CONCENTRATIONS:

Aviation, Computer Information Systems, Finance, General Business, Health Care, International Business, Management, Marketing



and Hire.



wmich.edu/foodmarketing

Food and Consumer Package Goods Marketing (B.B.A.)

Why hire a WMU food and consumer package goods marketing major?

5 REASONS

- EXPERIENCE
- COMPETITIVE ADVANTAGE
- RETURN ON INVESTMENT
- SPECIALIZED SKILL SET
- LEADERSHIP

With more than 50 years of experience educating food marketing professionals who surge to the forefront of their industries, Western Michigan University is committed to matching your company's needs with our talented students. Your investment in a WMU graduate will yield a future strategic leader in your organization.

"I endorse the WMU program as an employer; it has evolved with the changes of the food industry. I believe it is developing and preparing students better than any program in the country."

Here at SpartanNash, we sponsor interns yearly to work for the summer. Many of those interns are offered permanent positions upon graduation."

Brian Haaraoja,
Vice President, Fresh Merchandising
SpartanNash

"The rate of change in our industry continues at an unprecedented pace and requires new types of future leaders. The WMU program is producing new leaders who will be prepared to move the industry forward."

Dave Jones,
Vice President, Industry Initiatives
The Kellogg Company



Employer/Student Pre-Conference Recruiting Activities

The Food-CPG Marketing Program sponsored a pre-conference employer presentation and display event in conjunction with the 2015 Food Marketing Conference. Students attended employer information sessions, a luncheon with the employers and a reception including the Food/CPG Advisory Board.



"I see the partnership with WMU as an investment in our young people who are the future leaders of our organization; our business partners and our competitors and we can all share in the successes. The Food/CPG Marketing program is committed to providing complete experience to its students from the classroom, internships, campus events and foreign travels that prepare students to enter the workforce eager and capable to have a positive impact on your business."

Lanell Ohlinger
Director of Human Resources
The Kroger Company





"Mentoring students and new associates in the Food Industry provides a unique way of bridging the gap between millennials and gener-er's, allowing the more experienced generation to keep ideas and practices "fresh".

Terry Valerio
Chamberlain Marketing Group





Highlights from Our 2015 Conference

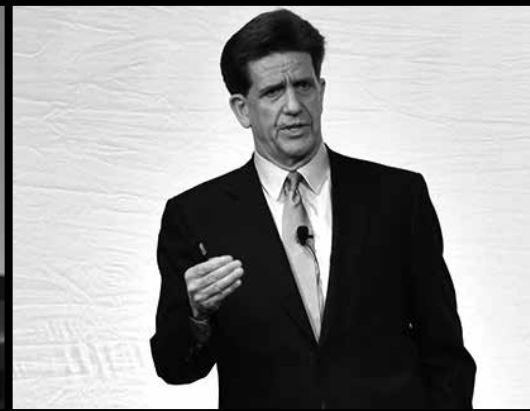


The enthusiasm and engagement of students enrolled in WMU's Food & CPG Marketing Program is a testament to the uniquely integrated academic- and industry-related design of the program. As a member of WMU's Food & CPG Industry Advisory Board, I'm honored to help the school uphold its mission of educating and supporting the future leaders of our industry. It's equally rewarding

to work with and learn from other industry professionals dedicated to ensuring the next generation has the tools and exposure needed to succeed.

*Joan Driggs
Editorial Director
Progressive Grocer*





I invest time into the Western Michigan University Food & CPG Marketing program because it is truly the best program I've seen across the US.

The students learn theory and application through a balance between course work and case studies. I've found WMU grads to be some of the best new hires into our industry!

*Art Sebastian
Director, Digital Shopping
Meijer*



DR. FRANK GAMBINO STUDENT LEADERSHIP SCHOLARSHIP

For more than 31 years, Dr. Frank Gambino has been a tremendous leader, teacher, and mentor to the students of Western Michigan University's Food & Consumer Package Goods Program (FMK). Thanks to Dr. Gambino's leadership, WMU's FMK program boasts nearly 100% job placement upon graduation and is one of the top FMK programs in the nation.



In recognition of Frank's many contributions to the success and growth of the FMK program and its students, WMU has established an endowed scholarship in his honor. **The Dr. Frank Gambino Student Leadership Scholarship** is awarded to outstanding juniors or seniors pursuing degrees in the FMK program. Students who will one day be the leaders of the food and consumer goods industry.



Currently, 40 students per year receive scholarship funds supported by endowments and industry contributions. Western Michigan University looks forward to combining your gift with those of our alumni, FMK board members, friends, and corporate partners to enhance this much needed scholarship and help more of our students become leaders in the FMK industry.

You too can help honor Dr. Frank Gambino by investing in the students of WMU's Food & Consumer Package Goods program. Simply visit our website and make your gift to the Dr. Frank Gambino Student Leadership Scholarship today. **THANK YOU!**



MyWMU.com/GambinoFund