



2016

Food Marketing Conference, 2016- Food and CPG Marketing Board

Haworth College of Business

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The Food & CPG Marketing Industry Advisory Board

Since its inception over 57 years ago, the WMU Food & CPG Marketing Program has depended on and received strong support from members of the Food & CPG industries. One group of individuals that provides special support for the program are the members of our Food & CPG Marketing Industry Advisory Board. The Board members attend regular meetings to provide advice and assistance with curriculum development, student recruiting, industry tours, guest speakers, trade relations, scholarships, student internships, and job placement. They also play a major role in the organization of the Food Marketing Conference. The students and faculty of the WMU Food & CPG Marketing Program wish to express their deep appreciation to our Industry Advisory Board members for all their help and for their selfless dedication to Western Michigan University.



"The Western Michigan University Food/CPG Marketing Program is one of the premier programs dedicated to educating and preparing the next generation of leadership in the industry. The rate of change in our industry continues at an unprecedented pace and requires new types of future leaders. The WMU Food Marketing program is producing new leaders who will be prepared to move the industry forward."

*Dave Jones
Chair of the WMU Advisory Board
Vice President, Industry Initiatives
The Kellogg Company*



WMU Food & CPG Marketing Program Industry Advisory Board Executive Committee



Dave Jones
Advisory Board Chair
Vice President, Industry Initiatives
The Kellogg Company



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Frank Gambino
Secretary to Advisory Board
Director, Food/CPG Marketing
Western Michigan University



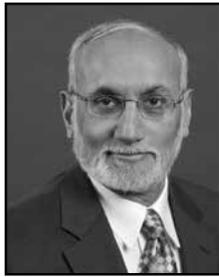
*"The WMU Food Advisory Board is a special opportunity to work together with other current industry leaders towards the betterment of an exceptional educational program, and development of future leaders that are part of that program.
We find the students to be motivated, well prepared and keenly interested in our industry. This makes them exceptional candidates for hire. The Food Marketing Conference itself offers timely messages that are relevant and thought provoking. This is a program that really delivers and helps build the talent to drive future success."*

Tom Zatina
Vice Chair of WMU Industry Advisory Board
President, McLane Foodservice

Faculty and Administration Members



*Dr. Kay Palan
Dean, HCOB*



*Dr. Mushtaq Luqmani
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*Dr. Frank Gambino
Program Director*



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Executive in Residence*



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Coordinator*

WMU Food & CPG Marketing Program Honorary Members



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*Michael Gorshe
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*Phil Lempert
Supermarket Guru*



*Michael Sansolo
Sansolo Solutions*



*Mark Switala
Acosta Sales & Marketing*



Imagine a place where you can interact with key Industry Executives from both the Supplier and Retailer side; a place where you can find students who have already proven their worth in our Industry and can hit the deck running when you hire them; and a setting where YOU can learn from your peers – well that place for me has been the WMU Board!
Steve Sholtes
Sales & Capability Development
Advantage International

WESTERN MICHIGAN UNIVERSITY



FOOD/CPG MARKETING PROGRAM

WMU Food & CPG Marketing Program Industry Advisory Board



*Becky Anson
Martin's Supermarkets*



*Auday Arabo
Associated Foods & Petroleum Dealers*



Bill Baldwin



*Jon Bardsley
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*Chris Bethel
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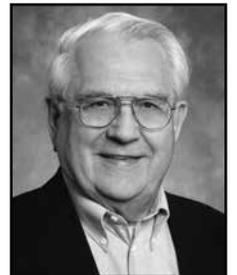
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Terry Valerio
Chamberlain Marketing Group



“Our ability to serve the increasingly complex needs of consumers depends on successfully preparing our future industry leaders. I’m privileged to be associated with Western Michigan University’s Food/CPG Marketing Program, which is among few programs dedicated to serving the one industry that affects everyone. I’m especially honored to be part of WMU’s Food/CPG Industry Advisory Board, working with professionals representing diverse disciplines across the Food/CPG industry and academia to create the most relevant, educational and inspiring support possible.”

Joan Driggs
Editorial Director
Progressive Grocer