2017

Food Marketing Conference, 2017

Haworth College of Business
## 2017 FOOD MARKETING CONFERENCE AGENDA

### Tuesday, March 21, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
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<tbody>
<tr>
<td>8:00 a.m.</td>
<td>Registration Opens</td>
<td>Secchia Lobby</td>
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<tr>
<td>8:00 a.m.</td>
<td>Employer Breakfast with Students</td>
<td>Monroe ABCD</td>
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<tr>
<td>8:00 a.m.</td>
<td>Advisory Board Meeting</td>
<td>Recital Hall</td>
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<tr>
<td>9:30 a.m.</td>
<td>Early Bird Session 1 – What Happens when Aldi &amp; Lidl go Head to Head</td>
<td>Grand Gallery Overlook A/B</td>
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<td></td>
<td>Bill Bishop &amp; Bill Bolton</td>
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<tr>
<td>9:30 a.m.</td>
<td>Early Bird Session 2 – Nielsen 2020: What’s Next?</td>
<td>Grand Gallery Overlook C/D</td>
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<td></td>
<td>Jordan Rost, Nielsen</td>
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<tr>
<td>11:00 a.m.</td>
<td>Opening Super Session with Michael Sansolo</td>
<td>Ballroom BCD</td>
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<tr>
<td>12:00 p.m.</td>
<td>Welcome Luncheon</td>
<td>Ballroom BCD</td>
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<tr>
<td>1:00 p.m.</td>
<td>Val Oswalt, President of US Sales, Mondelez International</td>
<td>Ballroom BCD</td>
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<tr>
<td>2:00 p.m.</td>
<td>Brian Gildenberg, Kantar Retail</td>
<td>Ballroom BCD</td>
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<tr>
<td>3:00 p.m.</td>
<td>Executive Forum</td>
<td>Ballroom BCD</td>
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<tr>
<td>5:00 p.m.</td>
<td>Welcome Reception</td>
<td>Secchia Lobby</td>
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<tr>
<td>6:30 p.m.</td>
<td>Dinner</td>
<td>Ballroom BCD</td>
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<tr>
<td>8:00 p.m.</td>
<td>Steve Rizzo</td>
<td>Ballroom BCD</td>
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<td></td>
<td>Author, Motivational Speaker, Comedian</td>
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### Wednesday, March 22, 2017

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
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<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Breakfast</td>
<td>Ballroom BCD</td>
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<td>8:15 a.m.</td>
<td>Kevin Hartman, Head of Analytics, Google</td>
<td>Ballroom BCD</td>
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<td>9:00 a.m.</td>
<td>Brian Biro, Break Through Leadership</td>
<td>Ballroom BCD</td>
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<tr>
<td>10:00 a.m.</td>
<td>Networking Break</td>
<td>Secchia Lobby</td>
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<tr>
<td>10:30 a.m.</td>
<td>Digital Technology Adapting to Dynamic Changes in Shopping Patterns</td>
<td>River Overlook C/D</td>
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<td>Rachel Hurst &amp; Shaun Stewart, Kroger</td>
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<td>Be Assertive – Be Positive – Promote Yourself</td>
<td>River Overlook A</td>
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<td>Cindy McPherson</td>
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<td>Social Media at the Speed of Retail</td>
<td>River Overlook E/F</td>
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<td>Keith Boswell, Meijer</td>
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<td></td>
<td>Blending Virtual Reality Technology with Insights</td>
<td>Grand Gallery Overlook A/B</td>
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<td>Jason Smith, InContext Solutions &amp; Tom Wozbut, Kellogg Company</td>
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<td>Nielsen 2020: What’s Next?</td>
<td>Grand Gallery Overlook C/D</td>
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<td>Jordan Rost, Nielsen</td>
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<td>Win the Shopper at All Points, Fuel Your Growth</td>
<td>Grand Gallery Overlook E/F</td>
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<td>Larry Levin, IRI</td>
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<td></td>
<td>Strategies to Drive Double Digit Growth in the Center Store</td>
<td>Chase Board Room</td>
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<td>Jeff Frank, MegaMex</td>
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<td>Free From: The Growing Niche That is Moving Mainstream</td>
<td>River Overlook B</td>
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<td>Joel Warady, Enjoy Life Foods</td>
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<tr>
<td>11:45 a.m.</td>
<td>Breakout Session II</td>
<td>Grand Gallery Overlook A/B</td>
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<tr>
<td>12:00 p.m.</td>
<td>Lunch Awards Program</td>
<td>Ballroom BCD</td>
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<tr>
<td>2:30 p.m.</td>
<td>Jayne Homco, President, Kroger Michigan</td>
<td>Ballroom BCD</td>
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<tr>
<td>3:15 p.m.</td>
<td>Closing Comments and Adjournment</td>
<td>Ballroom BCD</td>
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Welcome to the 52nd Food Marketing Conference!

Throughout the ten years of my presidency at Western Michigan University, I have witnessed the exponential growth of this annual gathering. What a tribute this event is to the trendsetters of the food and consumer packaged goods industry. Your commitment to quality and to taking a leadership role in the training of your future work force are what gives our University’s Food Marketing Program its well-deserved national reputation. We are very grateful that you have chosen to attend.

I urge you to look through this yearbook with great care. Besides reviewing a year’s worth of smiling faces, projects and activities, you just might see your own face too, for there is no way 2016 could have been such a successful year without the generosity and involvement of the enterprise you represent. Our students, faculty and program graduates all join me in expressing a huge “Thank You” for your ongoing support.

While this year’s theme, “Leading with Change,” was undoubtedly chosen months ago, the topic could not be more timely. For Higher Education and the countless faces of the Food Industry, success will be measured in how well we anticipate new trends, pay attention to our service quality and stay on the front side of the needs and preferences of the customers we serve. We hope you find this year’s conference to be enjoyable, informative and inspiring.

The Food Marketing Program at WMU is a prime example of what collaboration and fine mentorship can accomplish. The priceless relationships which are forged when academia and the private sector join forces are beneficial to both students and the future of the food industry.

Thank you for helping us to be the best we can be.

Sincerely,

John M. Dunn
President
Dear Conference Participants,

It is a pleasure to welcome you to the 52nd Annual Food Marketing Conference. This year’s conference theme "Leading with Change" could not be more apt in today’s dynamic and complex business environment. The program features outstanding leaders in the food marketing and consumer package goods industries who are certain to spark discussion on vital topics.

I 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,

Satish P. Deshpande, Ph.D.
Interim Dean, Haworth College of Business
Hard Discounters Are a Lot More Than Just Another Source of Competition: 
What happens when Aldi and Lidl go head-to-head?

Bill Bishop, Chief Architect of Brick Meets Click and Industry Expert
Bill Bolton, former CEO Jewel Foods and Industry Consultant

Food retailers from Australia to the United Kingdom are experiencing the disruption caused by 
German hard discounters and the impact is greater when Aldi and Lidl are both in the market. Their 
experience indicates that it's important to begin early in planning a response.

This presentation puts the recent growth of Aldi and Lidl's eminent entrance into the U.S. in a 
strategic framework that can serve as a starting point for developing response plans. It assesses 
the strengths and weaknesses of the hard discount model and how it is expected to impact the U.S. 
grocery business. The findings are based on extensive analysis of what makes hard discounters a 
different and more formidable competitor and the business issues raised by their current focus on 
the U.S.

Nielsen 2020: What’s Next?
Jordan Rost
Vice President of Consumer Insights for Nielsen

The last year has been punctuated by disruption - whether it was newcomers to the retail and manufacturing market, new consumer 
segments or the continued digital revolution. In the years to come, historical sources of growth will shift, and companies will need to 
rethink their definitions and strategies to meet these changing needs. In his role at Nielsen, Jordan explores emerging trends, shifting 
buying and media consumption behaviors and helps manufacturers and retailers make more informed business decisions. He'll 
explore trends in health and wellness, multicultural identities, product innovation and shifting retailer and brand dynamics.

The Struggle for Relevance 
Super Session 
11:00 a.m.

Michael Sansolo offers a diverse, in-depth and unique view of the changing nature of today’s shoppers, employees, competition, and a wide-ranging impact of 
economic issues. Sansolo along with a panel of industry experts will explore how shoppers armed with new technologies, needs and aspirations redefine both 
convenience and value. This session, based on a new study from the Coca-Cola Retailing Research Council, will examine what companies must do to remain 
relevant in this fast-changing world.
Leading through Transformation
Val Oswalt
President, North America Sales, Mondelez International

It is often said that the only constant in life is change. This is certainly the case in our industry with changes in our retailer landscape, consumer preferences and shopping behaviors. Change is the new norm and as leaders, our success or failure can hinge upon how well we facilitate change and how well we help our teams adapt to and lead through change. In this session, you will hear how you can help foster a culture that allows colleagues to not only survive change but to flourish during times of uncertainty. “We delight in the beauty of the butterfly, but rarely admit the changes it has gone through to achieve the beauty.” ~ Maya Angelou

Valerie Oswalt is President, North American Sales at Mondelez International. In this role, she leads all direct-store-delivery, retail and customer headquarter activities for the company’s snacks and confectionery businesses, supporting a product portfolio that generates annual revenues of approximately $8 billion.

Executive Forum
3:00 – 5:00 p.m.

A Retail Lens on the Food Industry
Bryan Gildenberg, Kantar Retail’s Chief Knowledge Officer

A world-renowned expert in retail insight, Bryan Gildenberg’s perspective has been featured on broadcast media such as CNBC, Fox Business, and the BBC, and he is frequently cited in a range of U.S. and global business publications.

In this presentation, Bryan will explore the intersection between a polarized country, changes in shopper behavior and the rise of mobile technology to explore the future of food retail and its implication for marketers. Brick and mortar retail continues to diversify as changing business models change the footprint of the food retail landscape. At the same time, omni-channel food retailers, pureplay eCommerce retailers, and Amazon will accelerate the adoption of online grocery purchase. All of this has enormous implications for marketers trying to connect with consumers in tomorrow’s food marketplace. Following Bryan’s presentation a panel of industry experts will address these and other pressing issues in our ever-popular Executive Forum.

Executive Forum Panelists

Larry Pierce
EVP, Marketing & Merchandising
SpartanNash

Kim Reed
Senior Vice President
U.S. Morning Foods Sales
Kellogg Company

Tom Hipwell
Vice President
Business Development
Nestle-Waters

Trent Weller
Vice President
Consumables
Sam’s Club

Barry Clogan
SVP of Retail
E-Commerce Expert
MyWeb Grocer

Sponsored by the Network of Executive Women
Tuesday, March 21, 2017

Dinner Program

Get Your SHIFT Together
Start Each Day with an Unstoppable Attitude to Succeed
Steve Rizzo, Author, Speaker and Expert on the Power of Positive Thinking

Steve is the author of the bestselling book, “Get Your SHIFT Together” and is a regular contributor to SUCCESS MAGAZINE. He is often called upon as the “go-to” guy on the topic of personal development for many network, cable and radio media outlets, including FOX NEWS, MSNBC, NBC, and CNBC. His immensely popular PBS special brought him into the homes of millions, and revealed why he’s an expert on Attitude, Motivation, Humor, and the Power of Positive Thinking.

Steve Rizzo was a national headline comedian with opening acts such as Drew Carey, Rosie O’Donnell and Dennis Miller and as a SHOWTIME COMEDY ALL-STAR he shared the stage with Jerry Seinfeld, Eddie Murphy, Ellen DeGeneres, Rodney Dangerfield and many more giants of comedy.

He is a member of the Speakers Hall of Fame, an honor bestowed upon fewer than 200 speakers worldwide since 1977.

Wednesday, March 22, 2017

8:15 a.m. - 9:00 a.m.

The Shopper of the Future: How to Reach Them, Engage Their Interests, and Measure It All
Kevin Hartman
Head of Analytics, Google

The shopper of today looks very different from the shopper of yesterday, but so too do the abilities of manufacturers and retailers to understand them. We will explore recent trends in shopper behavior, how winning players have responded in the market, and cast a keen eye toward the future of the retail landscape.

As Head of Analytics for Google’s Consumer, Government & Entertainment sector, Kevin Hartman and his team partner with major advertisers, creative agencies, and media companies to develop digital solutions that build businesses and brands. His approach mixes science and art to deliver inventive, fact-based strategies that reduce uncertainty and increase effectiveness in the marketing and advertising programs they create.

9:00 – 9:45 a.m.

Breakthrough Leadership
Brian Biro, Speaker, Author, Trainer

Ultimately, no matter what industry you’re involved in, you are in the BREAKTHROUGH business! Every day you seek to breakthrough with customers to generate loyalty, satisfaction, and relationships. The key to lasting success in business is breaking through with your own team members so they eagerly embrace personal responsibility, committed purpose, and leadership. They must see themselves as breakthrough leaders!

Brian Biro is America’s Breakthrough Coach! He is one of the nation’s foremost speakers, teachers and authors on Leadership, Possibility Thinking, Thriving on Change, and Team-Building. In this one-of-a-kind presentation, Brian will ignite the energy and true leadership potential in every participant.

Breakthrough Leadership teaches every participant how to shape their future, energize the team, build effective relationships, drive results, and model personal excellence, integrity, and accountability. In this fast-paced, engaging presentation, you’ll gain new appreciation for your impact on others and how you can make a genuine difference!
We are in the People Business . . . We Sell Groceries on the Side
Jayne Homco, President, Kroger Company - Michigan Division

Kroger, unlike any other retailer, started the past year having achieved a remarkable 50 consecutive quarters of positive identical supermarket sales growth. Much of their success can be related to their “people first” approach of focusing on their associates and customers. Everyday customers are looking for retailers to make their lives easier, healthier, and a bit more affordable. Kroger strives to do this by making a difference for their customers, their communities and their associates. What makes Kroger different? Jayne Homco will share Kroger’s passion for people, results, and food.

As president of the Kroger Company Michigan Division, Jayne oversees 125 Kroger supermarkets, 73 fuel centers, and 104 pharmacies in Michigan that employ over 18,000 associates. Jayne was named one of the Top Women in Grocery by Progressive Grocer Magazine and one of the Top 100 Most Influential Women in Michigan by Crain’s Detroit Business publication.
Be Assertive -- Be Positive -- Promote Yourself

Cindy M. McPherson
Author, Retired Senior Leader, Fortune 500 Company

We live in a time where career opportunities are extremely competitive. How do you set yourself apart to standout within today’s career landscape? Cindy M. McPherson, author of “God Had Other Plans”, will share with you 15 simple, yet powerful principals, she has learned through life. These principals have helped guide Cindy in her career and personal life and you will learn how you can make a difference both personally and professionally. You will hear how Cindy took life struggles and difficulties and turned them into inspiration and motivation. Learn the art of self-promotion, the power of positive thinking, and the importance of being assertive in reaching your career aspirations.

Social Media at the Speed of Retail

Keith Boswell
Director of Social Media Strategy, Meijer, Inc.

Keith Boswell, the Director of Social Media Strategy for Meijer, will share lessons learned scaling the resources to manage and grow social media across an enterprise covering 6 states, 11 million customers, 70,000 employees and 230 stores. How do you bring together internal teams across Marketing, Customer Care, PR and more to embrace customers in the channels they’re in? In this breakout we’ll cover: what’s worked, what hasn’t, opportunities, lessons learned and best practices.

Blending Virtual Technology with Insights

Jason Smith, Vice President, InContext Solutions
Tom Wozbut, Director, Category Management Analytics & Space Management, Kellogg Company

Virtual Technology has quickly evolved the capability of how retailers and manufacturers collaborate, visualize, and test out their concepts. Tom and Jason will share with you how Kellogg has taken virtual reality to the next level by giving corporate and field teams a better and more efficient way to ideate, evaluate and activate their recommendations. Learn how you can leverage virtual reality to reinvent categories and commercialize learnings more effectively. By capturing current shopper behavior, you can be successful in developing better shopper centric recommendations that drive category growth and improve the overall shopper experience.
Win the Shopper at All Points, Fuel Your Growth

Larry Levin
Executive Vice President, Business Development — New Solutions IRI

Convenient and easy shopping is essential as consumers are busier and more on the go than ever. Their demands have led to the continued growth and importance of the “omni-channel” shopper leveraging assortment, value and convenience as key needs that drive shoppers. These are paramount to winning both their brick and mortar and evolving online purchases. It’s not just about offering a wide array of products, but having them in the right channels at the right time. Whether they are seeking fresh and better-for-you food, bulk purchases or a quick fuel stop, knowing shoppers’ needs is necessary to having the right assortment at the right store to meet the right shopper.

Strategies to Drive Double Digit Growth in the Center Store

Jeff Frank
President & CEO, MegaMex

Not only are Mexican Americans the largest ethnic segment in the U.S., they are increasingly shaping the consumption habits of the general market as well with most Mexican food categories growing much faster than total store averages. This session will focus on cutting edge research that harnesses unique Mexican food insights to drive disruptive sales growth throughout the store, while also showcasing an internal case study on the importance of creating a winning corporate culture to ensure organizational alignment and successful execution.

Free-From; The Growing Niche That is Moving Mainstream

Joel Warady
Chief Marketing and Innovation Officer, Enjoy Life Foods

As many as 15 million people in the United States have food allergies, of which an estimated 9 million are adults and nearly 6 million are children, with young children affected most. The June 2011 issue of Pediatrics reported that one in 13 children in the United States have food allergies, a number that continues to grow. Retailer and media focus has been on gluten-free foods yet it is clear that gluten free is just one aspect of what has come to be known as the “free-from” category. Enjoy Life, a subsidiary of Mondelez International has emerged as the leader in the $12 billion “free-from” market with products that are free from the eight most common allergens: wheat, dairy, peanuts, tree nuts, egg, soy, fish and shellfish. Joel Warady will share insights on the category, talk about market challenges and future opportunities for 2018 and beyond!

Nielsen 2020: What’s Next?

Jordan Rost
Vice President of Consumer Insights for Nielsen

The last year has been punctuated by disruption - whether it was newcomers to the retail and manufacturing market, new consumer segments or the continued digital revolution. In the years to come, historical sources of growth will shift, and companies will need to rethink their definitions and strategies to meet these changing needs. In his role at Nielsen, Jordan explores emerging trends, shifting buying and media consumption behaviors and helps manufacturers and retailers make more informed business decisions. He’ll explore trends in health and wellness, multicultural identities, product innovation and shifting retailer and brand dynamics.
Using Consumer Data to Personalize Offerings
Ron Cox
Director, Consumer Marketing and Planning, SpartanNash
In today’s world it’s not enough to just provide offers to consumers with the hope that they will be redeemed. In a landscape where customer activity is captured on every level, you need to ensure your message is both personalized and more importantly relevant to expect activation. In this session, we will explore what SpartanNash is doing to better understand consumer behavior on multiple levels and how they are turning those insights into communications that build relationships and engagement with their consumers.

Managing Emotions to Successfully Navigate Change
Rebecca Bales, Global Partner Lumina Learning, Transformational Expert
Marcel Brunel, Lumina Learning
There are two sides to change – the operational side and the people side. Most change initiatives focus solely on the operational side. Effective change must also address the people side. To be successful, organizations, leaders and teams need to understand how the emotions, behaviors and personality of people predict what individuals need to effectively embrace and support change. This session explores the 4 Agilities necessary in managing emotions and leading successful change initiatives: taking meaningful action, managing emotions, being aware of other and being self-aware.

Digital Disruption in Retail: The $500B Race
Lori Stillman
EVP, Analytics, Insights & Intelligence, Advantage Solutions
The disruption created by digital technology represents both threat and opportunity across today’s CPG landscape. With retail considered a top three industry ‘most likely’ to be disrupted and a global prize sized at $500B over the next three years, there is no doubt that massive changes are ahead for us all. In this session, we will explore how shopper experience, workforce productivity and business process/operations represent significant opportunities in this new paradigm. Through the power of the Internet of Things, and digital technology, we will explore how retail can unleash new insights, capabilities and connectedness to enable greater effectiveness, differentiate offerings and create true disruption in the retail landscape.

14 Strategies of Retail Innovation
Tony Bynum
Director Strategy & Innovation, RTC
Over the last decade marketers have struggled to keep pace with the evolving range of consumer expectations and definitions of value. These challenges have not been limited to a single market or industry. Seismic impacts have been felt in consumer electronics to fashion to durable goods, CPG products and health care. Progressive marketers are leading the way forward toward dynamic, curated and experiential in-store experiences. Regardless of the rate of consumer change, marketing’s mission remains unchanged; establish a unique POV, identify uncontested whitespace and set-up camp. Tony will share new strategies for creating the next generation of retail experiences for your retail customers.
2017 North America Consumer Trends
Stacy Bingle
Consumer Trends Consultant, Mintel

Mintel has identified four key trends set to impact the U.S. and Canadian markets, including implications for both consumers and brands in the year ahead. This presentation introduces each of the trends, provides Mintel data as to why consumers are buying into them, and considers where they are going next. The four trends are: The Echo Chamber of Secrets, Reality 2.0, Be the Change and Life In Sync. Stacy brings an exciting blend of CPG, agency and marketing experience. A fascination with the dynamic ways consumers think, act and interact motivates Stacy to search the world, observe how trends play out, and continue to hone her market savvy.

Shifting Attitudes regarding Health, Wellness & Sustainability
Sarah Schmansky
Director, Fresh Growth & Strategy, Nielsen

Consumers want to eat healthier, but they can’t do it alone. They need help from food manufacturers to offer products that are formulated with good-for-you ingredients. They need help from retailers to stock shelves with right-priced healthful assortment. Consumers are becoming more proactive about their health. As a result, sales of foods with healthy claims are outpacing the total store. This trend is not isolated to only specialty retailers, either. It has made its way across channels and across every department of the store. Health and wellness is not a one-size-fits all. Find out more about how retailers and manufacturers are evolving to meet the needs of the health-seeking consumer.

Breakthrough Leadership - Continued
Brian Biro
Speaker, Author, Trainer

This hands-on follow-up session to Brian’s main floor presentation will create a fresh, new, and exciting vision of leadership. Ultimately, no matter what industry you’re involved in, you are in the BREAKTHROUGH business! Every day you seek to breakthrough with customers to generate loyalty, satisfaction, and relationships. The key to lasting success in business is breaking through with your own team members so they eagerly embrace personal responsibility, committed purpose, and leadership. They must see themselves as breakthrough leaders! And especially in times of challenge, they must focus persistently on what they CAN do rather than wasting time and energy on the things they don’t control.

Moving to Fact-Based Storytelling
Sue Nicholls
President, Category Management Knowledge Group (CMKG)

In today’s data-driven world, strong presentation skills are required in just about every role, and even highly experienced category management professionals can lack these necessary presentation skills. It’s not just about creating a good looking and logically flowing presentation, including data and relevant insights. There’s a new approach to selling that gets into “storytelling” – the next level of presentation skills. Join Sue Nicholls of CMKG as she walks through the six keys to masterful storytelling in this engaging, hands-on session.
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

Craig Jacobi
Vice President of National Accounts
Constellation Brands
2017 Recipient

Previous Recipients

Tom Zatina
President
McLane Food Service
2016 Recipient

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
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 Recipient

Trent Weller
Vice President, Consumables
Sam’s Club
Class of 1996

Previous Recipients

Bob Popaditch
Former Vice President Merchandising
Jewel Foods
President of Serv Corp
2016 Recipient - Class of 1966

Paul Smith
Retired President
Kroger Company,
Atlanta Division
2016 Recipient - Class of 1968
Celebrating the WMU Career of Phil Straniero
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Hershey
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Kar's
Masterpiece Flower Company
Nestle Waters
Nielsen
Pinnacle
Sargent
Smithfield
Unilever
SILVER SPONSORS

- Advantage
- Aunt Millie's
- Bell's
- Burnette Foods
- Conagra Brands
- Country Fresh
- Crossmark
- Eastern Fish Company
- Enjoy Life
- Evolocity
- H.T. Hackney
- Hudsonville
- Imperial Beverage
- Jewel Osco
- Litehouse
- Mars
- Martin's
- P&G
- Prairie Farms
- Progressive Grocer
- Pur
- Starbucks

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
• 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

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

www.wmich.edu/business/career
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.

CONCENTRATIONS:

LOCATIONS:
Kalamazoo
Grand Rapids

wmich.edu/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.

**CONCENTRATIONS:**
- Aviation
- Computer Information Systems
- Finance
- General Business
- Health Care
- International Business
- Management
- Marketing

**LOCATIONS:**
- Kalamazoo
- Grand Rapids

**Campus**
wmich.edu/mba

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 Haaraaja, 
*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

wmich.edu/foodmarketing
The Food/CPG Marketing Program sponsored a pre-conference HR Connect Etiquette Dinner, student networking mixer and breakfast the following day. These events provide human resource representatives an opportunity to interact with and meet highly motivated Food/CPG Marketing students.

"Our organization is very fortunate to work with the WMU Food Marketing Program. When hiring for internships or full-time employment, we are confident the WMU Food Marketing students will have the necessary industry foundation, commitment, and training to be successful!"

Rene Luichinger, Abbott Nutrition
"I was first involved with hiring a student from the Food Marketing program 22 years ago. He is now on the executive team and a Vice President at Imperial. We hired two WMU food marketing students for summer internships last year and would love them to work with us full time when they graduate. I enjoy serving on the board and helping the program progress and learning from other board members."

Joe Cekola
Imperial Beverage
Highlights from Our 2016 Conference

"Attending over 15 WMU Food Marketing Conferences has allowed me to witness and appreciate the amazing growth in quality programming and attendance. This program is the result of knowledgeable, engaged industry leaders and passionate WMU faculty who work together to educate our great students and host the most comprehensive industry event in the midwest. I am a proud WMU Alumni who will support this program and conference for the rest of my life!"

Joy Nicholas
JN Retail Connections
“Both students and industry executives recognize the premier status WMU’s Food Marketing program has earned in the industry. As a member of the FMC board, I appreciate the opportunity to work with the diverse group of industry professionals dedicated to supporting our industry’s future leaders, as well as the chance to interact with these talented, self-possessed students.”

Joan Driggs
Progressive Grocer
For more than 32 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, over 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!
For more than 32 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, over 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

The Food & CPG Marketing Industry Advisory Board

Since its inception over 58 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, industry and alumni 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 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
The Kellogg Company
“It has been a great pleasure to give back to the program that prepared me for a career in the CPG Industry. It is an industry that continues to change rapidly, and the curriculum has been able to adjust for that change. Interacting with so many well-qualified students as they prepare to enter their career path reminds me that our industry rests in good hands.”

Bennett Mark
Nestle Waters
Faculty and Administration Members

Satish Deshpande
Interim Dean
Haworth College of Business

Dr. Mushtaq Luqmani
Chair, Marketing

Phl Straniiero
Executive in Residence

Dr. Duke Leingpibul
Faculty

Dr. Ann Veeck
Faculty

Dr. Marcel Zondag
Faculty

Bob Samples
Faculty

Lisa Youtzy
Administrative Assistant

Jennifer Palmatier
Employer Relations Coordinator

Dr. Frank Gambino
Program Director

WMU Food & CPG Marketing
Program Honorary Members

Auday Arabo
Associated Food & Petroleum Dealers

Ed Deeb
Michigan Food & Beverage

Michael Gorshe
Accenture

Monica Hysell
1-800-Flowers

Todd Jones
Altria

Phil Lempert
Supermarket Guru

Michael Sansolo
Sansolo Solutions

Mark Switalsa
Acosta Sales & Marketing
WMU Food & CPG Marketing Program
Industry Advisory Board

Raha Alavi
Nielsen Company

Becky Anson
Martin’s Supermarkets

Jon Bardsley
Mondelez

Chris Bethel
Advantage Solutions

Nicole Boelman
Pinnacle Foods

Mike Brooks
E&J Gallo Winery

Tom Burkmper
Walgreen Company

Joe Cekola
Imperial Beverages

Ken Coleman
Kroger

Elizabeth Crocker
National Grocers Association

Doug Cyan
Jewel-Osco Stores

Mark Dickinson
Emerge

Joan Driggs
Progressive Grocer

Joni Elmore
Catalina Marketing

Amy Feldman
Next Phase Enterprises

Mike Gerfen
VML

Amy Goodrow
Colgate-Palmolive

Larry Harding
Harding Enterprises

John Herzig
Bayer Healthcare

Chris Hurley
Campbell’s Soup

Marvin Imus
Imus Solutions

Beth Kincaid
Unilever

Sandy Kinney
PepsiCo QTG (retired)

Laura Lee Larson
LLL Consulting LLC

Paul Madura
Endeavor Management
WMU Food & CPG Marketing Program
Industry Advisory Board

Bennett Mark
Nestle Waters

Scott Mathews
Learning Evolution

Phil McGrath
Category Management Assoc.

Cindy McPherson
Abbott Nutrition

Scott Miller

Matthew Moberly
Bell's Brewery

Sarah Parrigin
Crossmark

Larry Pierce
SpartanNash

Michael Ross
Meijer

Jason Schautz
Acosta Sales & Marketing

Fredrick Van Roie
NeoGrid

John Summers
Daymon Worldwide

Timothy Suprise
Arcadia Brewing Company

Jason Smith
InContext

Stephanie Postma
Hormel Foods

Kurt Unkelbach
S.C. Johnson

Fredrick Van Roie
NeoGrid

Jeff Veeser
Gordon Food Service

Dan Wandel
IRI Global

Kurt Unkelbach
S.C. Johnson

Fredrick Van Roie
NeoGrid

Jeff Veeser
Gordon Food Service

Dan Wandel
IRI Global

Robert Weidner
Marsh Supermarkets

Geoffrey Welch
The Shelby Press

Trent Weller
Sam's Club

Western Michigan University

FOOD/CPG MARKETING PROGRAM
Western Michigan University is a national research university enrolling nearly 24,000 students from across the United States and 100 other countries.

Founded in 1903, WMU is a learner-centered, discovery-driven and globally engaged public university that stands out among America’s more than 4,700 higher education institutions.

Superior, supportive learning environment

WMU combines the resources of a major research university with the personal attention and friendly atmosphere often found at a small college. Taking full advantage of that combination gives students the edge they need to succeed in graduate school, the workplace and life.

Stature and value

• The Carnegie Foundation classifies WMU as a higher-research doctoral university.

• The Princeton Review includes WMU on its annual list of Best Midwestern Colleges.

• U.S. News & World Report has designated WMU one of the country’s best national universities for 25 consecutive years and has placed it in the top tier of those universities annually since creating the tier five years ago.

• Money magazine named WMU in 2014 to its inaugural list of Best Colleges for Your Money.

• Washington Monthly categorizes WMU as both a top-100 national university and a Best Bang for the Buck school.

• Phi Beta Kappa, America’s most prestigious honor society, has chosen to grant chapters to WMU and just 99 other public institutions.

• Military Times EDGE magazine ranks WMU among the best U.S. institutions for military veterans, and WMU is the only Michigan school to appear on its annual Best for Vets list all six years.

• The Sustainable Endowments Institute named WMU one of the country’s six winners of 2015 Best of GRITS—Green Revolving Investment Tracking System—awards, honoring the University as the large institution with the most carbon emissions saved to date.
MISSION STATEMENT

We are a learner-centered, discovery-driven, globally-engaged college of business that provides intellectual and economic value in a focused and personal environment that values quality teaching, peer-reviewed applied research, and dedicated student services.

About

Western Michigan University’s Haworth College of Business, one of the largest schools of business in the United States, is the academic home to nearly 4,000 undergraduate students majoring in 16 specialized areas of business. An additional 500 graduate students study business administration and accountancy.

The Haworth College of Business is among an elite group of fewer than 5 percent of business schools worldwide that are accredited at both the undergraduate and graduate levels by the AACSB International—the Association to Advance Collegiate Schools of Business. It is among a select 1 percent of business schools worldwide that have additional specialized AACSB accreditation for their accountancy programs.

The college is housed in Schneider Hall on WMU’s main campus in Kalamazoo. The facility, named for founding dean Dr. Arnold Schneider, is adjacent to the Fetzer Center, forming a unique and outstanding business education complex.
About
Western Michigan University is one of the premier universities in the United States offering a four-year, fully accredited business degree in food and consumer package goods marketing. The WMU major is one of only four universities with accreditation in Category Management, which allows students to pursue personal certification in this field. The food and consumer package goods marketing major also provides career opportunities within retail, consumer package goods, data analytics and supply-chain management.

The mission of this major is to prepare students for professional careers within the industry and provide the necessary tools for continuous professional growth.

The Food & Consumer Package Marketing major provides experiential learning opportunities such as study-abroad, internships, tours of industry, business networking, and the annual Food Marketing Conference.
Western Michigan University's Marketing Department

Western's marketing department and business college is AACSB accredited with several highly distinctive programs that are considered among the best in the nation. The Department of Marketing has over 20 full-time faculty members and 1100 enrolled students who have the choice of majoring in General Marketing, Advertising and Promotion, Sales and Business Marketing, Food and Consumer Packaged Goods Marketing, Sport Specialization, Electronic Business Marketing and Integrated Supply Chain Management.

Marketing Department Faculty and Staff

Dr. Mushtaq Luqmani, Professor & Chair, Marketing, Purchasing Management, Global Marketing

Ms. Jessica Pelkey
Office Coordinator, Marketing

Ms. Lisa Younty
Food Marketing Program Coordinator

Dr. JoAnn Atkin, Associate Professor
Advertising, Marketing, E-biz

Mr. Scott Cowley, ABD
E-Biz, Social Media Marketing

Dr. Jim Eckert, Associate Professor
Marketing Principles, Professional Selling, Negotiation

Dr. Bruce Ferrin, Associate Professor
Logistics, Supply Chain Management

Dr. Frank Gambino, Professor and Director of Food/CPG Program, Retail Merchandising, Category Management

Mr. Greg Gerfen, Instructor
Advertising, Consumer Behavior

Dr. Robert Harrison, Associate Professor
Marketing Principles, Consumer Behavior

Dr. Karen Lancendorfer, Associate Professor and Director of Advertising & Promotion Program; Consumer Behavior, Advertising

Dr. Thaweephan “Duke” Leingpibul, Associate Professor
Logistics, Supply Chain Management, Food/CPG Marketing

Ms. Zahida Luqmani, Instructor
Marketing Principles, International Marketing, Global Business

Dr. Alhassan Mumuni, Associate Professor
Marketing Strategy, Marketing Research

Ms. Mary Nielsen, Instructor
Professional selling, Global Business

Dr. Stephen Newell, Associate Dean, Professor
Professional Selling, Business Marketing Strategy, Negotiation

Dr. Kelley O’Reilly, Assistant Professor
Professional Selling, Sales Management, Advertising

Dr. Zahir Quraeshi, Professor
Multinational Marketing, Global Business

Dr. Robert Reck, Professor & Director of Integrated Supply Chain Program, Purchasing Management, Logistics, Business Enterprise

Mr. Robert Samples, Instructor
Professional Selling, Marketing Principles, Food/CPG Marketing

Mr. Phil Straniere, Executive-in-Residence Food/CPG Marketing Program; Food Marketing Strategy, Food & CPG Sales

Dr. Ann Veeck, Professor
Marketing Principles, Marketing Research, Global Marketing

Mr. John Weitzel, Master Faculty Specialist
Advertising, Creative Strategy, Sports Marketing

Dr. Marcel Zondag, Assistant Professor
Food/CPG Marketing, Distribution Logistics, Global Business
Dr. Frank M. Gambino is the Director of the WMU Food/CPG Marketing Program at WMU and a professor in Marketing. Prior to joining the Western faculty, Frank spent 15 years in the food retailing industry with experiences in corporate merchandising with responsibilities for promotion, purchasing, pricing and retail operations. At WMU, Frank has been awarded the Teaching Excellence Award and Haworth College of Business Service Award. In 2009, Frank was awarded the Distinguished Industry Service Award by the Michigan Food & Beverage Association. Dr. Gambino currently serves on the Board of Directors for SpartanNash in Grand Rapids, MI and on the Retail Site Development Committee for Wakefern's Board of Directors in Elizabeth, New Jersey. He is the current Chair of the Food Industry University Coalition and serves on the Category Management Association's Higher Education Advisory Council. He is the secretary to the Western Michigan University Food Industry Advisory Board. Frank is a past member of the board of directors to Alliance Foods and the Food Distribution Research Society, as well as a past member of the WMU Faculty Senate.

Dr. Mushtaq Luqmani is a Professor of Marketing and International Business and the Chair of the Marketing Department in the Haworth College of Business at Western Michigan University. He has a B.S. in Chemical Engineering from Indiana Institute of Technology and an MBA and Ph.D. in Marketing from Michigan State University with specializations in International Business and Logistics. His dissertation research and subsequent work was based on the study of food distribution systems in emerging markets. He has taught numerous courses including food marketing and distribution strategy, marketing research, purchasing and supply chain management, global sourcing, and international marketing and business related courses for 30 plus years both in the U.S. and abroad. He is widely published and his articles have appeared in prestigious journals both nationally and internationally. He is a Past President of the West Michigan Chapter of the American Marketing Association and currently serves as a Co-Director of EDGE, a U.S. Department of Education Grant Project.

Dr. Duke Leingpibul is an Associate Professor in the Marketing and Supply Chain Management at Western Michigan University. After he received his BS degree in Food Science and Technology, he worked as a food scientist for five years for Nestle (Thailand) before pursuing his MBA degree in CIS, Marketing, and Logistics and his PhD degree in Logistics and Marketing from the University of Tennessee in the U.S. Duke has taught several classes in Logistics and Transportation Management, Logistics Modeling, Supply Chain Management, and Supply Chain and Logistics Analytical Tools. His research interests include logistics & supply chain, e-commerce, international business, Structural Equation Modeling, and demand management. He has been track chair for several years at the annual Decision Science Institute. Duke is very active as a guest speaker and consultant with several Thai corporations, including the Thai government.

Mr. Phil Straniero joined Western Michigan University in spring 2002 as an Executive-In-Residence. He received a Bachelor of Science degree at Kent State University and has been an active member of the food industry for over 50 years. Upon graduation from Kent, he joined The Kellogg Company where he spent sixteen years in a variety of sales and sales management positions across the U.S. In 1987 he was promoted to Kellogg HQ in Battle Creek, Michigan and held a variety of executive positions within Kellogg's sales group including Vice President, Trade Marketing and most recently Vice President, Sales Development. He retired from Kellogg in August, 2001 and has been a member of the Food Marketing Advisory Board for 20 years. In addition to supporting the Food Marketing Program's industry and alumni efforts, he teaches Food Marketing Issues and Strategies and our Food/CPG Sales Class. Phil currently serves on the Board of Directors of Alliance Foods in Coldwater, Michigan.
Food Marketing Faculty & Staff

Dr. Marcel M. Zondag is Assistant Professor of Marketing at Western Michigan University. Dr. Zondag earned a JD from Erasmus University, Rotterdam, The Netherlands and MBA and PhD degrees from the University of Tennessee, Knoxville. Before entering academia, Dr. Zondag spent 20 years in the global aerospace and defense industry in different senior management positions in Europe, Asia, and North America. Dr. Zondag’s research focuses on in-store execution of shopper marketing events, relationship and sales management in the food/CPG value chain, Customer Lifetime Value, and Supply Chain Management. Dr. Zondag has taught undergraduate, MBA, and Executive MBA classes in (global) marketing strategy, sales management, and supply chain management. Dr. Zondag is a regular presenter at academic and industry conferences and consults with different organization on sales and marketing execution management.

Dr. Ann Veeck is Professor of Marketing in the Haworth College of Business at Western Michigan University in the U.S. She has studied the food market systems of China for over twenty years, conducting field projects in numerous cities, including Nanjing, Beijing, Yangzhou, Changchun, and Shijiazhuang. She has served as a visiting professor at Jilin University and Yangzhou University. Her China-related research has been published in numerous journals, edited volumes, and proceedings. In addition, she is a co-author of the textbook *Marketing Research* (Burns, Veeck, and Bush [2016]; Pearson Press). She received the Haworth College of Business Teaching Award in 2013 and the national Axcess Capon Teaching Innovation Award from the Marketing Management Association in 2012. Veeck holds a Master of Marketing Research from the University of Georgia and a Ph.D. in marketing from Louisiana State University.

Mr. Bob Samples joined Western Michigan in the Fall of 2014 as an instructor, following a successful 33 year career with Hormel Foods Corporation. Bob joined Hormel following his graduation from Southern Illinois University, where he was a student athlete and D-1 All American swimmer. As he progressed from sales to management roles, Bob received his MBA from Mississippi College and later went through the Executive Food Marketing program at USC in Los Angeles. Bob joined Hormel’s executive leadership ranks in 1993 where his last role was Vice President of Sales and Marketing at Hormel’s - Farmer John Foods division in California. Bob has served on the Western Michigan Food Marketing Advisory board since 2007. He was also co-chair of the CMA team that wrote and published the Certification Standards for Category Management, now in use across the country. As a frequent conference speaker Bob has been recognized by the Shopper Marketing Institute’s "Who's Who" each year since 2009. Bob currently teaches Professional Sales, Internet Marketing, Marketing Behavior and Marketing Principles at WMU. Bob is also a member of the HCOB Strategic Planning advisory council for the university.

Ms. Lisa Youtzy joined the Food/CPG Marketing staff in September, 2007 as our Food Marketing Office Administrative Assistant. Prior to joining the staff, Lisa was the Office Assistant in the Department of Accountancy and spent her first year at Western Michigan University in the Parking Services Department. Lisa is our contact person for setting up industry speaker engagements and job interviews for our students. She is responsible for assisting with our Food Marketing Conference planning and sponsorships, our annual yearbook and program newsletter. Industry members or students who need further information or assistance on our Food/CPG Marketing program can contact Lisa at 269-387-2132 or by e-mail at lisa.youtzy@wmich.edu.
Western Michigan University’s

– Offers an AACSB-accredited BBA degree in Food/CPG Marketing
– One of a few leading universities offering this degree
– Widely recognized among Food and CPG industry leaders

Required Courses Include:

**MKTG 2900 Introduction to Food & CPG Industries** - An introductory course designed to provide an overview of the food and consumer package industries. The marketing functions performed by producers, manufacturers, wholesalers, and retailers are examined, along with consumer shopping, purchasing, and consumption behavior.

**MKTG 3710 Marketing Research** – An introduction to the research process as it aids decision making and marketing management. The focus is on the stages of the research process from the planning of research to gathering, analysis, and interpretation of data as it relates to marketing management.

**MKTG 3910 Retail Merchandising** – This course is designed to acquaint students with merchandising principles and applications related to food and consumer package goods. Emphasis is on point-of-sale merchandising, sale promotion, advertising, pricing and shelf management utilized by manufacturers, retailers and wholesalers. Consumer demographics and lifestyle trends will be explored related to store location/design, product and service offerings, and promotional effectiveness.

**MKTG 3921 – Food/CPG Marketing Analytics** - This course is designed to introduce students to applied techniques and tools for analyzing secondary data in the food and consumer packaged goods (CPG) industries. Students will learn analytics and metrics for analyzing and synthesizing data sources, such as large syndicated databases, textual data, and social media data. The emphasis will be on the accurate interpretation and effective communication of strategic solutions to address marketing problems, using data visualization techniques, in oral presentations and written reports.

“The Food Marketing Program at WMU continues to be one of the most accomplished and balanced academic and practical training ground for Category and Supply Chain Management positions within Food & Beverage industry, while actively engaging with business leaders within the greater Southwest Michigan region.”

Timothy Suprise
Arcadia Brewing Company
Food & CPG Marketing Curriculum

- Graduates are heavily recruited by all segments of the Food and CPG industries
- Combines classroom training with practical experience
- Provides students with exposure to all business functions

MKTG 3930 - Food and CPG Sales - This course introduces selling principles employed within the food and consumer package goods industries. Multi-tier retail channel selling as well as Key Account headquarters selling and negotiation practices will be examined. Students apply fact-based selling methods utilizing syndicated market data, retail merchandising principles, and category management tools related to the selling process. Extensive role-playing, exercises, and real-world sales presentations to industry professionals relevant to the buying/selling process will be used.

MKTG 3970 Food & CPG Internship – Under the direction of a faculty advisor, students seek and obtain a position offering full-time work experience related to the food and consumer package goods industries. Interns are required to submit periodic written reports, and an employer evaluation of their performance.

MKTG 4840 Marketing Logistics - An analysis of the movement and storage of finished products to support physical availability in markets. Emphasis on customer requirements and customer satisfaction, logistics process capability and optimization of total distribution costs. Students cannot receive credit for both MKTG 4630 and MKTG 4840.

MKTG 4920 Category Management – This advanced course introduces students to the process of managing product categories as strategic business units in order to produce enhanced business results. Students utilize syndicated market data and information technologies to evaluate market category trends and performance. Applied projects require students to evaluate company performance and to present recommendations for category improvement.

MKTG 4940 Food & CPG Marketing Issues and Strategies – This capstone course examines current issues and strategies relevant to the marketing of food and consumer package goods. The course provides an opportunity for students to learn and apply strategic marketing decision processes to establish, sustain, or enhance a firm’s competitive position. Case studies and company projects may be used to demonstrate the importance of relevant issues and strategies.

“Advantage Solutions continues to build upon our relationship with the Western Michigan University Food Marketing Program. We take pride in hiring students that have spent their time at WMU learning all of the ins and outs of our industry. Our team values the opportunity to be here in Grand Rapids for this fine event year after year and we look forward to hiring more and more grads into our ACE Program! Go Broncos!!!”

Chris Bethel
Advantage Solutions
Food/CPG Marketing Electives Include:

MKTG 3730 Internet Marketing
MKTG 3740 Advertising and Promotion
MKTG 3770 Sales Promotion
MKTG 3960 Survey of Food and CPG Industries
MKTG 4500 - Customer Relationship Management
MKTG 4770 Consumer Behavior
BUS 3960 - Study Abroad Seminar
CIS 2640 - Business Analytics I
CIS 3640 - Business Analytics II
MGMT 3200 - Managing ERP Systems
MGMT 4340 - Family Business Management
FCS 1020 - Introduction to the Food Service Industry
FCS 4740 - Global Food Systems and Sustainability

In addition to the specialized Food & CPG Marketing curriculum outlined above and on the previous pages, all food marketing students are required to take coursework in a broad range of academic disciplines. Required areas of study include: Accounting, Behavioral Science, Business Communication, Business Enterprise, Business Process Productivity, Economics, End-User Computing, Finance, General Education, Information and Communication Infrastructure, Legal Environment, Mathematics and Statistics, Organizational Behavior and Strategic Business Solutions.
Ten Reasons Why An Employer Should Hire A Western Michigan University Food & CPG Marketing Major

1. Western Michigan’s unique Food & CPG Marketing Curriculum combines practical preparation in all aspects of food and consumer package goods marketing with cross-functional training in all business disciplines.

2. Western Michigan University is one of a select number of leading universities in the United States that offers an AACSB-accredited, four-year business degree in Food and CPG Marketing.

3. Western’s Food & CPG Marketing Program is widely recognized throughout the food and CPG industries for the development and placement of future industry leaders.

4. Graduates are heavily recruited by leading firms from all segments of the food and CPG industries.

5. Every Food & CPG Marketing student receives hands-on training in computer information technology, including shelf and category management applications.

6. Required internship experience enables students to “hit the ground running” after graduation.

7. Through participation in the annual Food & CPG industries survey course, a two week study-tour of approximately 24 companies, students are exposed to all segments of the industry from the point of production to the table of the consumer.

8. FMC -- the annual Food Marketing Conference -- allows students the opportunity to become involved in planning a major industry conference.

9. The Executive on Campus Speaker Series brings students and food industry leaders together -- allows students in the program to become more familiar with the job market and emerging industry trends.

10. WMU Food & CPG Marketing students come with ENTHUSIASM and EXPERIENCE - - and a COMMITMENT to the FOOD and CPG INDUSTRIES!
Marketing 2900 is the Food Marketing Program’s introduction course; it is also open to pre-business students. Students learn about the functions and responsibilities of manufacturers, market intermediaries and retailers in the Food/CPG supply chain. It focuses on the application of marketing and supply chain principles in the Food/CPG industry and the different career opportunities available to Food Marketing graduates. In line with the Food Marketing’s program’s industry involvement, a majority of the curriculum consists of real-world industry cases developed in close cooperation with our industry advisory board companies.
Case Questions

- Are coupons/rebates an effective means to “connect” with shoppers?
Students enrolled in Marketing Research are introduced to tools to translate the needs of the consumer to marketing management. The course enables students to design and conduct marketing research analyses using state-of-the-art methods. In the course of the semester, students participate in a real world project that involves identifying and defining marketing opportunities and problems. Emphasis is placed on the ability to effectively interpret and communicate the strategic implications of marketing research findings.
Retail Merchandising is a course designed to acquaint students with retail merchandising principles in today's multi-channel marketplace. Student's learn how to examine a trade area's competitive landscape and the market potential for new store development. Students also develop a concept store complete with a marketing strategy and promotional and merchandising plan.
Students learn the selling principles employed within the Food and Consumer Package Goods industries. Fact-based selling methods utilizing syndicated market data and category management tools are applied to the selling process. Extensive role-playing, sales presentations, and skill building exercises relevant to the buying process are used. The highlight of the class are two student presentations made to industry professionals in a real-world office setting.
"As a member of the FMK advisory board, I am highly impressed with the overall talent of the Food Marketing students. I have had the privilege to interact with the students via the Sales class, acting as a buyer, towards the tail end of their college careers. I’m always blown away by how prepared they are to enter the workforce. They have the skills and professional intellect to really hit the ground running. Truly a Great Product!!"

Jody Hartson
Sysco Foodservice
MKTG 4840: Marketing Logistics

Students are exposed to the art of managing time and place to create and maintain a competitive position in markets. They will have a chance to practice these logistics/supply chain concepts using simulation software to solve the critical issues in the Food & CPG industry including overstocks, retail stock-outs, optimum service level, and store traffic improvement. Global and U.S. case studies help students relate their in-class training to the real world.
Students present their findings of their Category review to Retailer Clients

MKTG 4920: Category Management

Western Michigan University’s food and consumer package goods marketing program has earned certification for its category management coursework from the Category Management Association.

“This certification provides employers assurances that the students they hire from our program have met the industry standards set for an analyst position in category management. Our students will be in a position to make an immediate impact in industry upon graduation,” says Dr. Frank Gambino, director of the food and consumer package goods marketing program.
Industry Panel observes and critiques students category findings

Students who successfully complete the Category Management course within WMU’s Food/CPG Marketing Program have meet all the industry standards for certification as a Category Analyst I.
In addition to marketing strategy, issue discussions and case studies, teams of Food Marketing students develop new product concepts and marketing support plans as part of our Food & CPG Marketing Issues and Strategies course. The teams are assigned product categories from which to develop their product ideas, marketing strategies, sales forecasts, and year one tactical plans. The instructor and the class review the new product development process in a series of team presentations. Each presentation is supported with a “consumer feedback” component enabling the teams to make adjustments as necessary. These projects give the students the opportunity to apply the principles and information they have learned in their courses and discovered in their category analysis to help prepare them for their careers in the Food and CPG industries. The students also benefit from interaction with industry outside speakers discussing a wide variety of topics.

**Cross Merchandising**

- Bananas are the number 1 selling grocery store item
- Placing a product (Strawberries) near bananas can increase sales
- Attracts new customers and increases traffic
- Add to your marketing strategy

Result: increases impulse purchases therefore increases grocery produce sales
Solyfe Concept Page

Do you ever get stuck in the middle of work but don’t want to ruin your day or your diet? Are you looking for something better than coffee?

Solyfe is the perfect solution for the health-conscious consumer! It is an energy drink that helps active and adventurous lifestyles.

Solyfe gives you everything you need to stay awake and refresh your mind. It has all the natural flavors, probiotics, vitamins, antioxidants, and natural caffeine.

If you want to fit Solyfe into your lifestyle, then look for it at your local supermarket or convenience store for this low price of $3.49.

WHAT IS PROCO?

PROCO combines the benefits that a caffeine filled cup of coffee and additional protein shake and puts them into one creamy beverage.

It’s targeted to a busy, on the go individual who doesn’t have the time or hands for both.

Our consumer is health conscious but doesn’t want to sacrifice their hot cup of coffee each morning that we all crave.
What makes a WMU Food & CPG Marketing student different from students at other schools? Our food marketing students not only receive a quality education, but the required internship element in the major allows them to apply classroom learning in a real-world setting. Interns work in a variety of workplace settings such as retail management, sales and marketing distribution and marketing information technology. These experiences assist in better preparing our graduates for the many challenges they will face in today’s highly competitive work environment. Employers must agree with our formula, because our graduates are in high demand with a near 100% placement rate upon graduation.
Each spring the Food & CPG Marketing Program offers a unique course entitled Survey of Food & CPG Industries, which provides students a first-hand view of industry in action. The class is a two-week business tour of Food & CPG companies within the Great Lakes Region of Michigan, Indiana, Ohio, Illinois and Wisconsin. The ambitious itinerary provides students an insight into the food distribution system from its early stages in agriculture through its final journey onto America’s dinner table. Students visit company sites specializing in agriculture, distribution, sales & marketing, market research, manufacturing & processing, retailing, advertising & promotion, and information technology. Organized by Dr. Frank Gambino, the class gives students the opportunity to interact with all levels of management from store directors to product managers and company executives. The industry tour is an extraordinary experience for students, allowing them to see classroom concepts applied within a very active and viable business environment.
Participating Firms - Industry Tour 2016
Week One

Meijer Corporate Headquarters
Gordon Foodservice
Kellogg’s Manufacturing Plant
Brenton Village D&W
Kroger
J.M. Smucker

Abbott Nutrition
Jungle Jim’s
Procter & Gamble
Great American Ball Park
Frito Lay Manufacturing Plant

“The Industry Tour has opened my eyes to a plethora of career landscapes and avenues, which will be vital to choosing where to work after I graduate. The first-hand information and experiences about the industry are priceless and will be invaluable in my future career.”

Jalen Onorati

“The Food/CPG Industry Tour was an experience I will never forget. I have gained a better understanding and knowledge towards the Food and CPG industry and am excited to be one step closer to starting my career path in the Food and CPG industry.”

Samantha Downs
"A truly unique and rewarding experience that opened my mind and challenged my views on several different aspects of the food and CPG industry."
Sarah Hamilton

"This trip really is an amazing experience. You not only meet great new friends, but you get a better understanding of the business and what companies you might want to take your talents to. I wouldn’t trade the two weeks for anything."
William Pomorski

Participating Firms - Industry Tour 2016 Week Two

OMD Worldwide Media Agency
Advantage Solutions
Mariano’s Markets
Accenture’s Consumer Innovation Network
Nielsen Neuro Research Facility
Diageo
Sweets & Snacks Expo
Constellation Brands
SC Johnson Company
H-Mart Asian Markets
Whole Foods
Bayer Health Care

Accenture Consulting
Global Business in Thailand

Study Abroad 2016

“This trip was an unbelievable experience of a lifetime. I cannot imagine a better immersion in every aspect of a culture’s living style and history. Spending time absorbing the local culture provided eye-opening insights into Thai culture as well as what we take for granted in our own culture. This trip further opens my mind to the possibility of traveling the world through future vacations, business trips and expats.”

By Jacob Crowell

Study Abroad 2016

“Going on this trip was the experience of a lifetime. I am so thankful for the opportunity and the professors that went with us. Without them the trip would not have been what it was for me. I learned so many valuable life lessons during the trip that I have already applied in my everyday life. Seeing all of the different perspectives of life in Thailand really helped change my own perspective of things. I’m extremely thankful for the relationships that I made during this trip.”

By Weston Frye
PLMA Private Label Trade Show

The Private Label Manufacturers Association hosted four of our students at its first 3-day PLMA University Outreach Program held in conjunction with the 2016 PLMA Show in Chicago.

Through this program, the students had the opportunity to learn about the private label industry through a variety of sessions and experience, first hand, the behind the scenes and front of the house aspects of this show. In addition, they were able to spend time assisting in exhibitor booths and were presented with a number of great networking possibilities.
Category Management Association Conference

Four WMU Food/CPG Marketing students accompanied Dr. Frank Gambino to Las Vegas for the annual Category Management Conference. The four students were selected to attend this conference based on their performance in WMU’s accredited Category Management Class. The four students; Kara Hagg, Ally Johnson, Sydney Piotrowski, and Savanna Everett’s category review was deemed the top category review in the class by a panel of industry observers. Their review for the Kroger Company was on the Laundry Detergent Category.
"It was great getting to present to industry professionals who actually believed that our ideas were possible and helpful. It was also enjoyable getting to interact with students from around the country who will also be the future leaders of the food industry someday."

Rustin Rice
“The National Grocers Association was a great experience! I really enjoyed being able to talk with so many different up and coming businesses and hear about how they are changing the market today. Overall the conference was a very positive and informational experience.”

Weston Frye

“The NGA conference and Case Competition in Las Vegas was quite an experience. It was great to see so many schools come together with their unique ideas. The collaboration and camaraderie was neat to see and be a part of. I could not be more proud to have been on the 2017 Case Competition Team!”

Lauren Hillsburg

“Three years ago, I would have never thought that I would be traveling to Las Vegas for the third time to represent WMU in the National Grocers Association Student Case Competition, only this time presenting the case. After my time in our program, I felt very prepared as we took on this case study this year. The amount of support we got from the professors and industry professionals helped make this competition one of the best yet.”

Mariel Dehn
The Food/CPG Marketing Case Presentation Team comprised of Sarah Hamilton, Mariel Dehn and Rustin Rice who competed in the Food Industry University Case Competition in Las Vegas brought home the Gold.

The Food Industry University Coalition student case competition strives to further the professional development of collegiate students pursuing degrees in food and retail programs. Nearly 80 students from 13 universities competed this year. Competition teams worked with Harps Food Stores to develop recommendations to expand the Harp’s initiatives targeted at Millennials. “Students are the next generation of leaders within the independent supermarket industry,” said Peter Larkin, President, CEO of the National Grocers Association. “We are proud to support their path to success by providing opportunities for professional growth.”

Our WMU Food/CPG Marketing team competed through three rounds of presentations advancing to the finals against St. Joseph’s University from Philadelphia. This placed the two best Food Marketing programs in the country against each other. The judges, made up of industry executives from both the Retail and Manufacturer sector scored WMU and St. Joseph’s in a virtual tie. This has never happened in the history of this competition, but was fitting given the two Universities who ended up in the finals. The Competition Committee also took the extraordinary measure of awarding both schools equal monetary awards of $8,000.

The complete competition team for WMU consisted of Lauren Pratt, Lauren Hillsburg, Devon Comps, Bradley Kochheiser, Weston Frye, Keegan Ratcliff, Jackie Gavin and the previously mentioned Presentation Team of Sarah Hamilton, Mariel Dehn and Rustin Rice.

The faculty advisers to the Student Case Team included Phil Straniero, Robert Samples, Frank Gambino and WMU Alum Marvin Imus.
Thirty Western Michigan University Food/CPG Marketing Students participated in the National Confectioners Association's Confectionery Foundation Next Generation program at Sweets & Snacks Expo 2016 in Chicago, Ill. This valuable career-immersion day allowed our Food Marketing students to gain an understanding of confection industry segments and career paths by meeting with mentors and visiting with some of the more than 750 companies exhibitors.
2016-2017 Food Marketing

Bayer ISM/FMK ($3,000) ................................................................. Joel Eyrich
Bayer ISM/FMK ($2,000) ............................................................. James Roznowski
Craig Sturken ($1,500) ............................................................... Allyson Johnson
Craig Sturken ($1,500) ................................................................. Joseph Goss
Daymon Worldwide Platinum Sponsor Scholarship ($2,000) ....... Cody Anderson
Distinguished Order of Zerocrats Scholarship ($1,000) .................. Jack Addy
Distinguished Order of Zerocrats Scholarship ($1,000) .................. Kirsten Loch
Distinguished Order of Zerocrats Scholarship ($1,000) .................. Lauren Long
Distinguished Order of Zerocrats Scholarship ($1,000) ................. Kristin Smith
Distinguished Order of Zerocrats Scholarship ($1,000) ................. Stephanie Vernier
Dorothy J. and Clinton J. Christoff ($3,000) ..................................... Jacob Crowell
Dorothy J. and Clinton J. Christoff ($3,000) ..................................... Alec Pearson
Dorothy J. and Clinton J. Christoff ($3,000) ..................................... Nathan Pingel
Felpausch Scholarship ($500) ....................................................... Matthew Bowman
Food Marketing Program Scholarship ($2,000) ............................ Natalie Bryniczka
Food Marketing Program Scholarship ($2,000) .............................. Sam Elias
Food Marketing Program Scholarship ($500) ............................... Daniel Foster
Food Marketing Program Scholarship ($500) ............................... Lauren Hillsburg
Food Marketing Program Scholarship ($500) ............................... Paige Koning
Food Marketing Program Scholarship ($500) ............................... Adam Peterson
Food Marketing Program Scholarship ($500) ............................... Bryce Russell
Food Marketing Program Scholarship ($500) ............................... Chelsea Wagner
Gambino Leadership Scholarship ($2,000) ..................................... Phillip Kary
Grocery Manufacturers Representatives ($2,000) ......................... Mariel Dehn
Hormel Platinum Sponsor Scholarship ($2,000) ............................ Mariel Dehn
Hormel Food Marketing Scholarship ($1,000) ................................. Sam Downs
International Foodservice Manufacturers Association ($5,000) Madison Bonofiglio
International Foodservice Manufacturers Association ($5,000) ....... Lauren Carroll
International Gold & Silver Plate Society Stipend ($1,000) .......... Jackee O'Connor
J.M. Smucker Platinum Sponsor Scholarship ($2,000) ..................... Bryce Russell
Jules Englander Scholarship ($1,000) ........................................... Zachary Flint
Scholarship Recipients

Julie Kravitz Memorial Scholarship ($1,500) ........................................... Keegan Ratcliff
Julie Kravitz Memorial Scholarship ($1,500) ........................................... Darby Truhn
Kellogg’s Food Marketing Fellow ($4,000) ........................................... Savanna Everett
Kellogg’s Food Marketing Fellow ($4,000) ........................................... Jacqueline Gavin
Kellogg’s Food Marketing Fellow ($4,000) ........................................... Rustin Rice
Kellogg Platinum Sponsor Scholarship ($2,000) ................................ Adam Peterson
Kroger Platinum Sponsor Scholarship ($2,000) ................................ Natalie Bryniczka
Learning Evolution Platinum Sponsor ($2,000) ................................ Keith Luoma
Meijer Platinum Sponsor Scholarship ($2,000) ................................ Weston Frye
Mondelez International Platinum Sponsor Scholarship ($2,000) ....... Eric Koslosky
Network of Executive Women Scholarship ($2,000) ......................... Mariel Dehn
Patrick M. Quinn Scholarship ($1,500) .............................................. Michael Adelizzi
Patrick M. Quinn Scholarship ($1,500) .............................................. Daniel Besser
Patrick M. Quinn Scholarship ($1,000) .............................................. Amanda VanGiesen
Paul Felice Scholarship ($1,000) ..................................................... Lexi Bailey
PepsiCo Platinum Sponsor Scholarship ($2,000) ......................... Lauren Hillsburg
Pepsi Scholarship ($750) ........................................................... Candi Adkins
Pepsi Scholarship ($750) ........................................................... Sawyer Clark
Pepsi Scholarship ($750) ........................................................... Seher Dey
Pepsi Scholarship ($750) ........................................................... Joshua Gardner
Pepsi Scholarship ($750) ........................................................... Sarah Hamilton
Pepsi Scholarship ($750) ........................................................... Brittany Jones
Pepsi Scholarship ($750) ........................................................... Benjamin Kotz
Pepsi Scholarship ($750) ........................................................... Cole Pearson
Pepsi Scholarship ($750) ........................................................... Alec Petitpren
Pepsi Scholarship ($750) ........................................................... Jeremy Purcell
Pepsi Scholarship ($750) ........................................................... Christopher Rodrigues
Pepsi Scholarship ($750) ........................................................... Addison Weiss
PepsiCo Food Marketing Fellowship ($5,000) ............................... Robert Stevens
Procter & Gamble Platinum Sponsor Scholarship ($2,000) ........ Amanda VanGiesen
Richard Neschich Food Marketing Scholarship ($1,000) ............. Jordyn Morales
Sid Brooks Scholarship ($1,500) ................................................... Kara Hagg
SpartanNash Platinum Sponsor Scholarship ($2,000) .............. Haakon Skrodal
William O. Haynes Scholarship ($1,000) ...................................... John Landou
2016-2017
Food Marketing Scholarship Recipients

Ann Veeck, WMU with Darby Truhn
Brian Haaraoja, SpartanNash with Lexi Bailey
Joy Nichols, JN Retail Connections with Mariel Dehn
Tom Zatina, McLane Food Service with Kirsten Loch
Sandy Kinney, Retired Pepsico with Seher Dey
Bob Samples, WMU with Cody Anderson
Art Sebastian, Meijer with Weston Frye
Sandy Kinney, Retired PepsiCo with Robert Stevens
Jon Bardsley, Mondelez with Eric Kaslosky

Marcel Zondag, WMU with Adam Peterson
Brett Nelson, Litehouse Foods with Lauren Almeranti
Mary Neschich with Jordyn Morales

Phil Straniero, WMU with Rustin Rice
Ben Driss, JM Smucker with Bryce Russell
Tom Zatina, McLane Food Service with Jacqueline O’Connor

Mushtaq Luqmani, WMU with John Landou
Shaughn Kapalski, Kellogg with Jacqueline Gavin
Stephanie Potsma, Hormel Foods with Sam Downs
Food & CPG Marketing Students

Jack Addy

Jack is a junior majoring in Food and Consumer Package Goods Marketing. He has made the Dean’s list and is a part of the Food Marketing Association. Jack completed his first internship this past summer with Safies Specialty Foods. Jack is currently spending his spring semester in Italy with the CIMBA Program. Jack received the Zerocrats Scholarship this year, and plans on graduating in spring of 2018.

Michael Adelizzi

Michael is a senior in the Food and Consumer Package Goods Marketing Program with a minor in General Business. Michael is an active member in the Food Marketing Association. This past summer, he completed a sales internship with Sherwin Williams. He was the recipient of the Patrick M. Quinn Scholarship for this school year. He regularly volunteers at the Department of Human Services in Kalamazoo. Michael will be graduating spring 2017.

Candi Adkins

Candi is a senior majoring in Food and Consumer Package Goods Marketing with a minor in Economics. Candi has attended the Food Marketing Conference and participated in three externships with SC Johnson, Target, and Total Quality Logistics. This past summer, she completed an internship with Save-A-Lot Food Stores. She received the Pepsi Scholarship for this school year and will be graduating in spring of 2017.

Lauren Almeranti

Lauren is a senior in the Food and Consumer Package Goods Marketing Program with minors in General Business and Integrative Holistic Health. She is an active member of the Food Marketing Association, holding the executive board position of Creative Director. She is a Lee Honors College member and has been on the Dean’s List since 2013. This past summer, Lauren interned with Monarch Beverage in Indianapolis. She will be graduating this spring and is looking forward to starting her career with Constellation Brands.

Cody Anderson

Cody is a senior majoring in Food and Consumer Package Goods Marketing. He is an active member of the Food Marketing Association and has been on the Dean’s List every semester at WMU. Over the summer, he completed an internship with SpartanNash. Throughout the summer he also did volunteer work with Helping Hands and a local food pantry. Cody is graduating this spring.
Baylee Avery

Baylee is a junior in the Food and Consumer Package Goods program at Western Michigan University. She has an anticipated graduation of December 2018. This past summer Baylee had an internship at the Jackson YMCA working underneath the programs director. Baylee is new to the Food Marketing Program and looks forward to the opportunities it has to offer.

Lexi Bailey

Lexi is a senior majoring in Food and Consumer Package Goods Marketing with a minor in General Business. She is a member of the Food Marketing Association as well as Alpha Phi Fraternity. Throughout her college career, Lexi has been very active in her sorority. Lexi has had the opportunity this past summer to intern for the Kroger Company. Lexi is a recipient of the Paul Felice Scholarship as well as the Presidential Silver Scholarship.

Kimberly Baker

Kimberly Baker is a junior in the Food and Consumer Packaging Goods Marketing Program at Western Michigan University. She is a member of the Food Marketing Association and is expected to graduate in spring of 2018. This past summer she completed a sales and marketing internship with Coca-Cola, and spent this year working for KIND as a University Ambassador. She has accepted an internship position with Kroger for this upcoming summer after completing her studying abroad program in Thailand for the month of May.

Sterling Bennett

Sterling is a senior in the Food Marketing/CPG program at WMU with a general business minor. He is an active member of the Food Marketing Association and also the American Marketing Association and is expected to graduate in the fall of 2017. This summer Sterling will be completing a sales internship with Thomson Reuters. Sterling is very active on campus and currently works multiple jobs for the school and athletics.

Daniel Besser

Danny is a senior majoring in Food and Consumer Package Goods Marketing minoring in General Business. He has been on the Dean's List each semester. Danny is a member of the Lambda Chi Alpha Fraternity where he serves on the executive board. He also serves as the President of the Interfraternity Council at WMU. Daniel is also a member of the Food Marketing Association. This past summer, he interned in Meijer in their merchandising department. He received the Patrick M. Quinn Scholarship for this school year and will be graduating in the spring of 2017. Upon graduation, he will be beginning his career with E & J Gallo Winery.
Food & CPG Marketing Students

Spencer Birch
Spencer is a senior in the Food and Consumer Package Goods Marketing Program and plans on graduating in the fall of 2017. Last spring, he was a part of the National Grocers Case Competition team. During the school year, Spencer is marketing intern on campus with WMU Business Connection and is an active member of the program as well as the Food Marketing Association. In the summer of 2015, Spencer studied abroad in Thailand and interned with Tyson. He will be interning with E & J Gallo Winery this summer.

Zachary Bird
Zach is a senior in the Food/CPG program at Western Michigan University with a General Business minor. He is a member of the Food Marketing Association and is expected to graduate in December of 2017. He is still currently looking for an internship possibility for summer of 2017 and has been working at Gordon Foods Service the last 4 years.

Madison Bonfiglio
Madison is currently a senior studying Food and Consumer Package Goods Marketing with a minor in General Business. She was a member of the Western Michigan Gymnastics team her freshman and sophomore year and is a member of the Food Marketing Association. She is currently interning at Kellogg’s for sales planning and volunteers her time at the SPCA of Southwest Michigan. Madison will be graduating this spring.

Hunter Born
Hunter is a sophomore majoring in Food and Consumer Package Goods Marketing and Integrated Supply Chain Management anticipating graduation in spring 2019. Hunter has received Dean’s List honors each semester and is an active member in the Food Marketing Association. He is also a member of the Sigma Phi Epsilon fraternity. Hunter currently works at Advia Credit Union. This summer Hunter will be traveling to Germany to study global business and negotiation.

Shannon Breault
Shannon is currently a junior at Western Michigan University. This is her second semester in the Haworth College of Business and she recently changed her major to Food and Consumer Package Marketing. She is currently working at Wally’s Subs where she has been promoted to assistant manager after 4 months. Shannon has also joined the Food Marketing Association this semester. Her future dream job after graduation is to market for a beer distributor.
Food & CPG Marketing Students

Natalie Bryniczka

Natalie is a senior. She is an active member of the Food Marketing Association, as well as the Alpha Lambda Delta Honor’s Society. She is also an active member of the National Delta Zeta sorority, where she has served on the executive board as chapter Vice President, and held countless other positions. Natalie completed an internship at Meijer’s headquarters in Grand Rapids during the summer of 2016. Natalie has accepted a full-time position at Hormel Foods and will be working in Cincinnati, Ohio. She will be graduating this spring of 2017.

Brandon Bye

Brandon is a junior at WMU, obtaining a double major in Food and Consumer Package Goods Marketing and Integrated Supply Chain Management, and will be graduating in the fall of 2018. For five consecutive semesters at WMU, he has received Dean’s List Honors along with receiving three varsity letters participating on the men’s soccer team. He is part of a select group of All-Mid-American Conference Distinguished Athletes for the 2015 & 2016 seasons. Additionally, he has been named All-Great Lakes Region Scholar and All-Great Lakes Region Player for the 2016 season. Brandon is a member of the Food Marketing Association and Business Externship Program. Brandon completed an internship at The Kellogg Company for the summer of 2016 and is excited to return this summer for his second internship.

Matthew Cain

Matthew is a junior majoring in Food and Consumer Package Goods Marketing. He is an active member in the Food Marketing Association. Matthew is a member of the Phi Kappa Phi Fraternity where he has held several positions and been on multiple committees. He was a Fall Welcome Ambassador, an associate member of Best Buddies, and volunteers frequently.

Lindsey Carney

Lindsey is a senior studying Food and Consumer Packaged Goods Marketing with a general business minor. She is an active member of the Food Marketing Association. Lindsey currently works at Campus Court Knollwood Apartments, designing marketing tools and planning resident food events. Lindsey is actively seeking an internship in sales or retail merchandising for this summer. She will be graduating in December of 2017.

Sarah Carpenter

Sarah is a senior majoring in Marketing and double minoring in Business Analytics and General Business. She is a member of the Food Marketing Association and the American Marketing Association. She plans to graduate in the fall of 2017. She is in the Lee Honors College and has been on the Dean’s list repeatedly. Currently, Sarah is interning at Acosta Sales & Marketing. Sarah is the recipient of the Grocery Manufacturers Representatives of Grand Rapids Scholarship and Grand Rapids Community Foundation Scholarship.
**Lauren Carroll**

Lauren is a senior double majoring in the Food and Consumer Package Goods Marketing Program with minors in Business Analytics and Music. She is very active the Food Marketing Association and other organizations outside of the College of Business. Last summer, Lauren interned with SC Johnson and will be interning with Abbott Nutrition this summer.

**Derek Chandler**

Derek is a junior in the Food and Consumer Package Goods Marketing program at WMU with a general business minor. He is a member of the Food Marketing Association and expects to graduate in spring 2018. He has an upcoming internship this summer with PepsiCo where he will acquire new experiences with sales, and learning a new side of a fast-paced industry. He will continue his work with PepsiCo where he has been working as a merchandiser since the summer of 2015.

**Stephen Cleland**

Stephen Cleland is a junior double majoring in Food and Consumer Package Goods Marketing and Business Law with a minor in Economics. He is very active with Drive Safe Kalamazoo and the Best Buddies Association of Kalamazoo. Stephen has been member of the Pi Kappa Phi fraternity since his freshmen year and currently serves as the warden on the Executive board. He will graduate fall of 2017.

**Devon Comps**

Devon is currently a junior in the Food and Consumer Packaged Goods major with a minor in Business Analytics. She is involved with the Food Marketing Association and is currently shadowing the role of Creative Director in hopes of moving into that position on the Executive Board next semester. Devon has been on the Dean's list every semester she has been at Western and has received the Dean's scholarship and the Haworth College of Business scholarship. Devon has interned with Oakland County government in the Equalization Department during the summer of 2016. Devon is currently interning with Kellogg’s in their Category Management Department and will graduate December of 2018.

**Jessica Copp**

Jessica is a junior in Food and Consumer Package Goods Marketing program with a General Business Minor. She is a member of the Food Marketing Association, and professional business fraternity, Delta Sigma Pi. Last year, she received her Associates of Arts degree in Business Administration. She plans to graduate in spring 2018.
Food & CPG Marketing Students

Jacob Crowell

Jacob Crowell will be graduating this April from Western Michigan University with a Food and Consumer Package Goods Marketing Major and a General Business minor. He has been on the Dean’s List for each of his semesters at Western, is an active member of the Food Marketing Association, and studied abroad in Thailand last May. Jacob is completing his fourth internship, three of which are in the food industry including an internship at Kellogg’s in Brand Protection, at Meijer in Retail Merchandising, and at Mondelēz International as a Sales Service Representative Intern. He received a scholarship from the Grocery Manufactures’ Representatives of Grand Rapids and the Dorothy J. and Clinton J. Christoff Scholarship.

Emma Csatari

Emma is a junior in the Food and Consumer Packaged Goods Marketing program at WMU. She recently transferred from Washtenaw Community College, where she was on the dean’s list for the two years she attended. Emma is an active member in the Food Marketing Association. She was chosen by faculty to participate in the winter retreat with FMA, and is working toward becoming a part of FMA’s Executive board for next fall. Emma is expecting to graduate spring 2018, and is seeking for an internship this upcoming summer.

Emily Davis

Emily is a junior in the Food Marketing and CPG program and expecting to graduate in the winter of 2018. She is an active member of the Food Marketing Association and runs for WMU’s Cross Country and Track and Field teams. This past fall, she earned a spot on the Academic All-Mid-American Conference Cross Country team. She is also a Dean’s List student and in the Haworth College of Business Dean’s Scholar Program.

Austin Dedakis

Austin is a senior at Western Michigan University. He will be graduating in December of 2017. He is Food and Consumer Package Goods Marketing Major with a minor in Management. Austin was on the Dean’s List in the fall of 2016. He is an active member of the Food Marketing Association and is currently looking for an internship in the summer of 2017.

Mariel Dehn

Mariel is a senior in the Food and Consumer Package Goods Marketing Program with a minor in Business Analytics. She is very active within the Food Marketing Association where she currently serves as the President. She also a student of the Lee Honors College. Mariel has been on the National Grocers Association Case Competition for the past three years. This past summer, Mariel studied abroad in Thailand and interned with Hormel. Mariel received the Network of Executive Women Scholarship along with several other scholarships. Mariel will be graduating this spring and starting her career with Hormel Foods.
Jennifer Delaney

Jennifer is a senior studying Food and Consumer Package Goods Marketing. Jennifer was a member of the Delat Zeta sorority where she volunteered for multiple charities, including Delta Zeta’s philanthropy the Painted Turtle Foundation. She volunteers at Will House where she helps families who are going through grieving the loss of a loved one. She is an active member of the Food Marketing Association. She will graduate in spring of 2017.

Charlie Delaney

Charlie is a sophomore majoring in Food and Consumer Packaged Goods Marketing. She will be graduating from the Honors College and the Haworth College of Business in the spring of 2019. Charlie is actively involved in the Food Marketing Association, Alpha Lambda Delta Honors society, and is the current Financial Vice President of the Theta Eta chapter of Alpha Xi Delta.

Elizabeth Desmarais

Elizabeth is a junior double majoring in Food and Consumer Packaged Goods Marketing as well Human Resource Management with a minor in general business. Elizabeth is a member of the Food Marketing Association along with Society of Excellence in Human Resources. She participated in the Business Externship Program in 2016. Elizabeth will be graduating in fall of 2018.

Samantha Downs

Sam is a senior majoring in Food and Consumer Package Goods marketing with a minor in General Business. Sam is an active member of the Food Marketing Association. She has made the Dean’s List through her career at Western. This past summer, Sam interned at Nabisco as a merchandiser. Sam received the Hormel Food Marketing Scholarship for this school year. In December, Sam studied abroad in Ghana. She will be graduating in spring 2017.

Jake DeJulio

Jake is a sophomore majoring in Food and Consumer Package Goods Marketing. He has made the Dean’s List every semester he has been at Western. Jake is a member of the Western Michigan Men’s Soccer Team. Last fall, he was a part of the Mid-American Conference All-Academic Team. Additionally, Jake serves on the Student Athlete Advisory Committee. Jake is an active member of the Food Marketing Association and will be graduating in spring of 2019.
Tom is a senior studying Food and Consumer Packaged Goods Marketing at WMU with a minor in General Business. He is active on and off campus as a member in the Food Marketing Association and has served on the executive board of the Iota Upsilon chapter of the Alpha Tau Omega National Leadership Fraternity here at Western. Tom is expected to graduate in December of 2017 and is in search of an internship for this summer.

Samantha is a Senior in the Food and CPG Marketing Program at WMU with a minor in General Business. She will be graduating this spring. She is an active member of the Food Marketing Association. Samantha studied abroad in Thailand and was a part of the first WMU group to study in Ghana, Africa. Samantha also completed an internship with The Kroger Company as a management intern and volunteers with the SPCA of southwest Michigan and the American Red Cross. Samantha is a proud recipient of The Kroger Company Scholarship and The Food Marketing Program Scholarship.

Jackie is a junior majoring in Food and Consumer Package Goods Marketing with a minor in General Business. She has achieved the Dean’s List every semester she has been at Western, along with being awarded with the Presidential Gold Scholarship for academic achievement. She is a part of the Food Marketing Association Executive Board. Jackie has participated in Alternative Bronco Breaks, and regularly volunteers for Drive Safe Kalamazoo. She is currently interning at Kellogg’s in Category Management. She will be graduating in April of 2019.

Savanna is a senior majoring in Food and Consumer Package Goods Marketing with a minor in Economics. She has received multiple awards such as the Multi-cultural scholarship, HIGE, and Kellogg Fellowship Award. She has volunteered with the St. Jude Children’s Hospital, homeless prevention in Washington DC, and Relay for Life. This past summer, she interned with Abbott Nutrition, and has accepted a full time position there upon graduation this spring.

Joel is a senior studying Food and Consumer Package Goods Marketing and Integrated Supply Management. He will be graduating through the Lee Honors College and has been on the Dean’s List since 2013. He is currently a member of the registered student organizations affiliated with his majors - Food Marketing Association and APICS. Every spring he is an active fundraiser for the St. Baldrick’s Foundation. He has completed two internships with Abbott. Last summer he was Supply Chain Intern out of Columbus, Ohio and last fall he was a Material Control Intern based in Sturgis, Michigan. He has accepted a full time position with Target as a Distribution Operations Manager.
Weston Frye
Weston is a senior double-majoring in Food and Consumer Package Goods Marketing and Integrated Supply Chain Management. Weston is expected to graduate in the spring of 2018. He has made the Dean’s List every semester at Western. This past summer, Weston studied abroad in Thailand. For this summer, Weston will be internship as a Category Analyst at Constellation Brands.

Joshua Gardner
Joshua is a senior in the Food and Consumer Package Goods Marketing Program at the Haworth College of Business. His studies have given him an interest in category management and retail marketing. He has been on the Dean's List every semester he has been enrolled at Western Michigan University and is a member of the Food Marketing Association and the Tau Sigma National Honor Society. He prioritizes his studies but also shows an interest in his community by volunteering with organizations like Michigan Blood and the Grand Rapids Symphony Chorus. He plans to graduate in December 2017.

Jacqueline Gavin
Jackie is a senior majoring in Food and Consumer Package Goods marketing with a minor in General Business. Jackie has been a member of the Food Marketing Association since freshman year. She has held an executive board position in FMA since 2014. She has participated in the National Grocer Association University Case Coalition competition in Las Vegas. Last summer, Jackie studied abroad in Thailand and interned with Abbott Nutrition. Jackie will be graduating this spring and is looking forward to beginning her career with E. & J. Gallo Winery.

Anthony Hall
Anthony is majoring in Food and Consumer Packaged Goods Marketing with a minor in general business. He plans to graduate in spring 2018. He is an active member in FMA and hopes to accept an internship in the Food/CPG Marketing field.

Sarah Hamilton
Sarah is a senior majoring in Food and Consumer Package Goods Marketing with an Economics minor. She has been on the Dean’s List various times throughout her time at Western. She is a part of the Food Marketing Association and was a part of the National Grocers Association University Case Coalition Competition this past February. Last summer, Sarah interned with PepsiCo in Beverage Sales Management. Sarah has accepted a full-time position upon graduation with PepsiCo and will be graduating this spring.
Food & CPG Marketing Students

Karlee Hancock

Karlee is a junior majoring in Food and Consumer Package Goods Marketing and a minor in General Business anticipating graduation spring of 2018. She is a member of the Food Marketing Association. Karlee is the Director of Communications for the American Marketing Association as well as a member of the Alpha of Michigan Honors Alumni Association. She has been awarded with the Dean’s List and Heart and Soul Award as well as the Phi Theta Kappa Alumni Scholarship and the Roy and Beulah Kendall Academic Endowment. She is interning with Allegra Marketing and Print part-time during the spring semester.

Amber Hardy

Amber Hardy is a junior in the Food and Consumer Packaged Goods Marketing Program at WMU. Amber participated in a WMU Study Abroad program located in Ghana, Africa in December 2016 where she was studying business and culture over a period of two weeks. She is also involved in many different organizations throughout campus including the Food Marketing Association, Circle K International, WIDR Promotions Team, WMU Outdoors Club and WMU Alpine Team. Most recently she has joined the Circle K International organization which offers volunteering opportunities throughout the Kalamazoo area. Amber will be graduating in December 2018.

Evan Hatchard

Evan is a senior majoring in Food and Consumer Package Goods Marketing with a minor in Management. He will be graduating in spring of 2017. He is an active member of the Phi Chi Theta Fraternity where he was elected Professional Development Chair for two semesters, planning multiple professional events. He has volunteered numerous times for Habitat for Humanity, Alamo Nursing Home, and two church mission trips.

Rachel Haynes

Rachel Haynes is a junior at Western Michigan University. She is majoring in Food and Consumer Packaged Goods with a minor in General Business Rachel is a member of the Food Marketing Association. While attending college she has worked two jobs, and been able to do well in her academics. Rachel’s expected graduation date is Spring 2018 and is in search for an internship.

Erika Hejl

Erika is a sophomore majoring in Food and CPG Marketing planning to graduate in the spring of 2019. She is a Dean’s List student who has remained active in the Lee Honors College, Alpha Lambda Delta Honors Society, and the Food Marketing Association. She currently holds the Professional Development Director position on the Food Marketing Association Executive Board which includes planning professional growth activities for Food Marketing students. Erika has received the Haworth College of Business Scholarship both of her years at Western.
Lauren Hillsburg

Lauren is a junior double majoring in Food and Consumer Package Goods Marketing and Human Resources Management. She has received multiple awards during her time at Western that include Monroe-Brow, Dean’s List, FMK, PepsiCo and Haworth College of Business Scholarship. Lauren is a member of the Executive Board of the Food Marketing Association, as well as a brand ambassador for Awake Chocolate. She is a member of the Lee Honor’s College and Drive Safe Kalamazoo. Lauren has interned at Landscape Forms in Kalamazoo and will be interning with Hormel this summer. Lauren will be graduating in spring 2018.

Jack Isaacson

Jack is a junior majoring in Food and CPG marketing with a minor in accounting, anticipating graduating in spring of 2018. He is a member of the Food Marketing association and the Delta Sigma Pi business fraternity. In Delta Sigma Pi, Jack has held the role of Chancellor and senior guide. He has interned with J.B. Hunt Transport in a management role, working hands on with customers and daily operations.

Andrew Jacobson

Andrew is a junior studying Food and Consumer Package Goods Marketing with a General Business minor. He is a member of the Food Marketing Association as well as the co-captain for two intramural flag football teams. He has worked the past three summers at Precision Motor Transport Group as a Document Imaging Specialist. Andrew will be graduating this May.

Evan Jex

Evan is a senior in Food and Consumer Package Foods Marketing Program with a general business minor. Evan is an active member of the Food Marketing Association. This past summer, Evan completed an internship as a merchandiser for West Side Beer Distributing where he continues to work. Evan received the Michigan Food and Beverage Association Scholarship this school year. He will be graduating in spring 2017.

Brittany Jones

Brittany is a Senior in the Food/CPG Marketing program at WMU with a General Business Minor. She will be graduating fall 2017. She is also a member of the Food Marketing Association. Brittany interned with Imperial Beverage this past summer and has accepted a sales internship for summer 2017 with Kellogg Company. Brittany also has received the PepsiCo Scholarship for the 2016-2017 academic year.
Food & CPG Marketing Students

Julia Kain

Julia is currently a sophomore at Western Michigan University. She plans to declare Food and Consumer Goods Packaging as her major and is considering a minor in management. She is a member of the Food Marketing Association and is an active volunteer at her local food bank and her church’s MCREST program.

Phillip Kary

Phillip majored in Food and Consumer Package Goods Marketing. He had four industry related internships while at Western. He worked for Jewel-Osco, SpartanNash, and SC Johnson. He was an active member of the Food Marketing Association. Phillip graduated in December of 2016 and is currently working in New York City for L’Oreal for in their Sales Leadership Development Program.

Michael Kesteloot

Michael is a junior in the Food/CPG Marketing program with a minor in general business. He is a member of the Food Marketing Association and anticipates graduating in April of 2018. Michael has committed to a summer internship with Sysco Food Service as an Operations Intern.

Taryn Knop

Taryn is a junior majoring in Food and Consumer Package Goods Marketing considering a minor in Management. She has been on the Dean’s List during her time at Western. She is an active member of the Food Marketing Association. She volunteers at Loaves and Fishes and will be graduating spring of 2018.

Bradley Kochheiser

Brad is a junior set to graduate in spring 2018 with a minor in Business Analytics. He completed an internship with Heeren Companies this past summer and is planning to complete an internship with the J.M. Smucker Company this upcoming summer. In addition to serving as the Director of Sponsorship & Scholarship for the Food Marketing Association, he also serves as President of Pi Kappa Phi Fraternity at Western Michigan University.
Eric Koslosky

Eric Koslosky is a senior majoring in Food and Consumer Package Goods Marketing with a minor in Economics. He was on the Dean’s list fall 2014 and spring 2015. He is currently in the Food Marketing Association and the American Marketing Association. Eric plans to graduate May 2017. Over the past summer, he interned with Nabisco foods.

Benjamin Kotz

Ben is a senior majoring in Food and Consumer Package Goods Marketing with a minor in General Business. He has been on the Dean’s List during his time at Western. He is an active member of the Food Marketing Association. Last summer, he interned with Kroger. His volunteer experience includes helping organize and participating in a volunteer event at Gleaners Foodbank in Detroit that helped feed over 40,000 people. Ben will be graduating in spring of 2017.

Clayton Lang

Clayton is a junior majoring in Food and Consumer Package Goods Marketing with a minor in General Business. He has been on the Dean’s List and is involved in the Lambda Chi Alpha Fraternity. He has held several positions within his fraternity including Risk Manager as well as Educational Chairman. He is currently serving on the executive board for the WMU Interfraternity council as the Director of Scholarship. Clayton will be interning with Kroger this summer and will graduate spring of 2018.

John Landou

John is a senior majoring in Food and Consumer Packaged Goods Marketing, with a minor in General Business. While at Western Michigan University, John has been on the Dean’s List and received the William O. Hayne’s Food Marketing scholarship as well as the Presidential Silver scholarship. He will be graduating this April. He has been an executive board member of the Food Marketing Association for the past year, and has been a member of the association for two years. John completed an externship with Total Quality Logistics, as well as an internship with Presence Marketing this past summer.

Ariel Lanqua

Ariel is a senior in the Food and Consumer Package Goods Marketing Program. She has been working as a Detailer for Frito Lay for three years in the West Michigan region. This summer she will be interning with PepsiCo interning as a Frito Lay Sales Intern. Ariel is a part of FMA and TRiO SSP. She will graduate in December 2017.
Sierra Livingston is junior majoring in Food and Consumer Packaged Goods Marketing with a General Business minor. She is a member of the Food Marketing Association and her expected graduation is spring 2018. This summer she will be interning with Kellogg as a Sales Intern at the headquarters in Battle Creek, MI. Sierra’s volunteer experiences include mission work in Haiti creating a soccer program, raising funds and delivering school supplies.

Steven Lobo is a sophomore studying Food and Consumer Package Goods Marketing. He is a part of the Phi Chi Theta Fraternity. He has held the positions of Marketing and Professional Development. He is also an active member of the Food Marketing Association. Steven has been looking forward to the Conference in order to network with Top Executives that will pave the way for internships in the future.

Kirsten Loch is a senior majoring in Food and Consumer Package Goods Marketing and minoring in Management. She has been on the Dean’s List and is a member of the Alpha Lambda Delta Honors Fraternity, Alpha Phi Sorority, and the Food Marketing Association. Kirsten’s volunteer experience includes working at the Judson Center where she works with kids with disabilities, helping to raise money for women’s cardiac care, and volunteering with Habitat for Humanity. Kirsten will be graduating in spring of 2017.

Jennifer Loveland is a senior majoring in Food and Consumer Package Goods Marketing. She is a member of the Food Marketing Association, and has been on the Dean’s List. Jennifer’s volunteer experience includes volunteering twice a month at Twelve Baskets Food Pantry in Portage where she is a personal shopper for multiple families. Jennifer will be graduating this spring.

Keith Luoma is a senior majoring in Food and Consumer Package Goods marketing and minoring in Business Analytics. While at Western, he has been on the Dean’s List and is committed member to the Food Marketing Association. He is a member of the Alpha Lambda Delta Honor Society. He also volunteers with Drive Safe Kalamazoo. This past summer, Keith interned with Meijer and he will graduate in April 2017.
**Food & CPG Marketing Students**

**Austin Malotke**

Austin is a sophomore majoring in Food and Consumer Packaged Goods Marketing with a minor in Sociology. He is an active member in the Food Marketing Association, Pi Kappa Phi, Intercultural Business Student Association, and American Marketing Association. Austin completed an internship with Pratt & Whitney Component Solutions in the summer of 2016 and has been a Brand Ambassador for the clothing company Kennedy. He is currently seeking an internship in the Food Industry and plans to graduate in spring of 2019.

**Maris Marazita**

Maris is a junior majoring in Food and Consumer Package Goods Marketing with a minor in General Business. He is the Treasurer of the Ultimate Frisbee team at Western as well as being involved in the Food Marketing Association. He has interned at Smart Growth Group working on the marketing team. This summer, he will be interning with Kroger. Maris will graduate in spring of 2018.

**Lucija Matkovic**

Lucija is a Sophomore studying Food and Consumer Package Goods Marketing with a General Business minor. She has been involved in many organizations since attending college, holding a current executive board position on the Campus Activities Board as an event coordinator. She is an active member of the Alpha Chi Omega Women’s Fraternity, the Food Marketing Association, and is a Student Ambassador. She is also a part of the Lee Honors College and has been on the Dean’s List every semester she has attended. She anticipates on graduating in the spring of 2019.

**Anthony Mattar**

Tony is a senior from Flint, MI. His major is Food and Consumer Package Goods Marketing with a minor in Music. He will graduate in the spring of 2017. He is a member of the Food Marketing Association, and is excited for all of the opportunities the group provides. After starting out as a music major, he was in the vocal jazz group Gold Company for two years, and still pursues music as a hobby. Tony is currently looking for an internship and is excited to utilize the skills he has learned thus far at Western Michigan University.

**Anastasia Metros**

Anastasia is a junior studying Food and CPG Marketing with a minor in general business and business analytics. Her anticipated graduation date is December 2018. During the summer of 2016 she studied abroad in Germany, where she studied negotiation. While at WMU Anastasia has been involved in the Food Marketing Association as a committee member and shadowing the community service director. She is a member of the professional business fraternity Delta Sigma Pi, where she has also been involved in the executive board.
Troy Miller

Troy is a senior studying Food and Consumer Packaged Goods Marketing at the Haworth College of Business. He has been named to the Dean’s List and is a member of the Sigma Phi Epsilon Fraternity. He has volunteered with MiCops 5k in Kalamazoo along with a blood drive conducted by his fraternity. Troy completed an internship with Mondelez International last summer as a Sales Service Representative and will be graduating this spring.

Maxwell Miller

Maxwell Miller is a senior in the Food and CPG Marketing program and is graduating in December of 2017. Throughout his time at WMU he has been a part of multiple organizations and has had the opportunity to volunteer and give back to the community as well. Early on he joined Pi Kappa Phi fraternity and took on an executive board position in the form of the organizations Chaplin, organizing running ritual events. Maxwell is currently serving as the Director of Community Service for the Food Marketing Association, setting up volunteering and fundraising events for local non-profit organizations.

Kathryn Moore

Kate is a junior in the Food and Consumer Packaged Goods Marketing Program with a General Business minor. She will be graduating in the spring of 2018. She is a Dean’s List student, an active member of the Food Marketing Association, Alpha Omicron Pi, and the Alpha Lambda Delta Honors Fraternity. Kate is currently seeking an internship for the summer of 2017.

Jordyn Morales

Jordyn is a senior pursuing a majoring in Food and Consumer Package Goods Marketing with a General Business minor. She will be graduating this spring. She is an active member of the Food Marketing Association. She recently completed an internship with the Kroger Company where the interns successfully organized a volunteer event with Gleaners Community Food Bank. Jordyn is the recipient of the Richard Neschich Food Marketing Scholarship for this school year.

Eric Mounce

Eric is a junior at Western Michigan University majoring in Foods and Consumer Package Goods Marketing and double minoring in Sales and General Business. He is an active member for his social fraternity Sigma Phi Epsilon, is a member of Food Marketing Association, and has served as an event volunteer for both Big Brother Big Sisters as well as the Animal Rescue Project of Kalamazoo. Eric has currently accepted an internship with Jewel-Osco for the summer of 2017, and plans on graduating December of 2018.
Amber Murdock
Amber is a junior majoring in Food and Consumer Package Goods marketing with a minor in Chinese. She is the head choreographer of the Unmatched dance team along with being a member of the Women in Business, Alpha Kappa Psi and Project Uplift. She currently works for PRE Brance LLC as a field agent. Amber will graduate in April 2018.

Dorian Nguyen
Dorian is a junior in the Food and Consumer Package Goods Marketing program with a minor in General Business. She is currently involved with the Food Marketing Association and is seeking an internship for this upcoming summer. In her spare time, she likes to engage in social and professional events on campus. She is pursuing to be an active member of Phi Chi Theta, a National Co-Ed Business Fraternity to further her business career. She will be graduating in summer of 2018.

Ronald Nicholson
Ronald is a junior majoring in Food and Consumer Page Goods Marketing with a minor in General Business. Throughout his time at a Western, Ronald has been a Dean's List student. He is active in the Food Marketing Association and holds the position of Chapter President of Omega Psi Phi Fraternity, Inc. Upsilon Gamma chapter. Ronald has gained an excessive amount of leadership and critical thinking skills from previous internships. He will be graduating spring of 2018.

Madelyn Oleson
Madelyn is a senior double majoring in Food and Consumer Package Goods Marketing and Accountancy. She is currently a Dean's Leadership Scholar and a member of the Lee Honor’s College. Madelyn is very involved in the Food Marketing Association. Madelyn is the President of Finance for FOCUS Kalamazoo. This summer, Madelyn will be the first intern from Western Michigan to work for Lindt Chocolate on the East Coast. She will be graduating in spring 2017.

Jalen Onorati
Jalen is a senior majoring in Food and Consumer Package Goods Marketing with a minor in Management. He is a part of the Pi Kappa Phi Fraternity. He has held several positions within his fraternity including Historian and Philanthropy Chair. He is currently the Vice President of a volunteer based organization called Alternative Bronco Breaks.
Simone is a senior majoring in Food and Consumer Package Goods Marketing with a minor in General Business. She will be graduating in summer 2017. She has interned in merchandising at Meijer, completed an externship with Eden Foods, and is currently a research assistant for Western Michigan University Alumni research department. She is an active volunteer/mentor at Kalamazoo public schools peer mentor program.

Cole is a junior majoring in Food and Consumer Package Goods Marketing with a General Business minor. He is an active member of the Food Marketing Association. Cole was the recipient of the PepsiCo scholarship for this school year. He is currently seeking an internship for this summer. Cole will be graduating in spring of 2018.

Alec is a senior majoring in Food and Consumer Package Goods Marketing with minors in General Business and Management. He has been on the Dean’s List for the past 4 semesters and is currently the Director of Marketing and Public Affairs for the WMU Red Cross Club. This past summer, Alec interned with PepsiCo as a Sales Management Intern, and has accepted a full time position upon graduation.

Sydney is a senior majoring in Food and Consumer Package Goods Marketing. She has been on the Dean’s List since spring of 2014. She is also a part of the Food Marketing Association. She has participated in the Business Externship at SC Johnson and Bayer Health Care. She was on the team for the National Grocers Association Case last year. This past summer, Sydney interned with SC Johnson. She will graduate this spring.

Tyler is a senior majoring in Food and Consumer Package Goods Marketing with minors in General Business and Economics. He has been a part of the Food Marketing Association for three years. This past summer, he attended the Summer Food Marketing Industry Tour. He is currently seeking an internship for this summer. Tyler graduates in spring 2017.
Food & CPG Marketing Students

**William Pomorski**
William is a senior in the Food and Consumer Package Goods Marketing Program at Western Michigan University and will be graduating in April of 2017. While at WMU, William has been a member of the Food Marketing Association. Last summer, William attended the Industry Tour. He has interned at Constellation Brands as a Category Analyst and on his free time he helps coach his little brothers summer basketball team.

**Lauren Pratt**
Lauren is a senior majoring in Food and Consumer Package Goods Marketing. She has been the Dean’s list multiple times while at Western. Lauren has studied abroad in Germany. She is a very active member in the Food Marketing Association where she holds the executive board position of Social Events Director. This summer, Lauren will be interning with Abbott Nutrition.

**Cody Priess**
Cody is a junior studying Food and Consumer Package Goods Marketing with a minor in Analytics and is anticipating graduation spring of 2018. He is a Dean’s List student who is an active member in the Food Marketing Association and Tau Sigma National Honor Society. Cody started his internship with Kellogg’s this past summer working with the Remarketing team and continues to do so throughout the academic year.

**Rachal Pugh**
Rachal is a junior majoring in Food and Consumer Packaged Goods Marketing with a minor in Business Analytics, graduating in April 2018. She has been on the Dean’s List for all of her semesters at Western. Rachal is an active member of the Food Marketing Association, Sigma Kappa Sorority, and WMU Love your Melon crew where she has held many leadership positions. Rachal is actively pursuing an internship within the food marketing and retailing industry.

**Connor Putrich**
Connor is currently a junior majoring in Food and Consumer Package Goods Marketing with a minor in General Business. He has made the Dean’s List within his time at Western. He is a member of the Food Marketing Association. Connor will graduate in spring of 2018.
Food & CPG Marketing Students

Keegan Ratcliff

Keegan is a senior studying Food and Consumer Packaged Goods Marketing with minors in Business Analytics and General Business. While also a student of Lee Honors College, he is an active member in the Food Marketing Association and Phi Theta Kappa Honor Society. Keegan was also on this year’s National Grocers Association Case Competition team. In 2016, Keegan was a Marketing intern at Tubelite Inc. and this summer he has accepted a Category Management Internship with the J.M. Smucker Company. Keegan plans to study abroad this summer in Thailand; he will be graduating this December.

Margaret Reid

Margaret is a junior pursuing a major in Food and Consumer Package Goods marketing and a minor in Business Analytics. She is a member of the Food Marketing Association and the Bronco Marching Band Color Guard. Margaret is expecting to graduate in the summer of 2018.

Rustin Rice

Rustin is a senior double majoring in Finance and Food and Consumer Package Goods Marketing and minoring in General Business. Throughout his time at Western, Rustin has been awarded the Gold Business Scholarship which a four-year reoccurring scholarship of $7,500. Rustin also holds the position of Vice President of Finance for the Food Marketing Association. He has completed an internship at Meijer where he was the Merchandise Planning Intern for Fresh Produce. Rustin will be graduating this spring. Upon graduation, Rustin will be starting his career with L’Oreal in their Sales Management Development Program in New York City.

Christopher Rodrigues

Christopher is majoring in Food and Consumer Package Goods Marketing with minors in Business Analytics and General Business. He is a part of the Food Marketing Association. He has attended the Food Marketing Conference, where he made connections in order to broaden his networking skills.

Fernando Rodriguez

Fernando is a senior from the Dominican Republic pursuing a major in Food and Consumer Package Goods Marketing with a bachelor’s degree in Business Administration. While at Western Michigan University, Fernando has been on the Dean’s List and was selected to receive the Diether H. Haenicke Scholarship. He is also a former brand ambassador of the Aspiras Foundation RSO.
Food & CPG Marketing Students

James Roznowski

Jimmy is a junior at Western Michigan University double majoring in Food and Consumer Packaged Goods Marketing and Integrated Supply Management. While at Western Michigan, Jimmy participated in the Business Externship Program and has been on the Dean’s list. He is a current recipient of the Bayer ISM/FMK scholarship for the 2016/2017 academic year. He is a member of the Business Connection Club and the Food Marketing Association where he has held a leadership role. Last summer, Jimmy completed an internship with the Kroger Company and will be interning with Hormel as a Production Management intern in summer 2017. Jimmy will be graduating in the spring of 2018.

Bryce Russell

Bryce is a senior majoring in Food and Consumer Package Goods Marketing with a minor in Data Analytics. He is a member of the Food Marketing Association as well the the Phi Chi Theta Fraternity. He has interned with Martin’s Supermarkets, and Meijer. Upon graduation, Bryce will be working for Hormel. He will be graduating in spring 2017.

Megan Schneider

Megan is a senior double majoring in Food and Consumer Package Goods Marketing and Management. While attending WMU, she has received Dean’s List recognition every semester and has been an active member in the Food Marketing Association and the Management Student Organization. She is also a member of the WMU club volleyball team and a co-rec flag football intramural team. Megan is currently an intern at The Kellogg Company. Megan is anticipating graduation in December of 2017.

Dannette Schroeder

Dannette is a senior majoring in Food and Consumer Package Goods Marketing with a minor in General Business. She has been on the Dean’s List during her time at Western Michigan. Dannette has studied abroad in the Dominican Republic as well as Ghana. She is a member of the Food Marketing Association as well as Phi Sign Pi National Honor Society. This past summer, Dannette interned with Kroger. She will be graduating this spring, and has accepted a full time position with Kroger.

Haakon Skrodal

Haakon is a senior at Western Michigan University studying Food and Consumer Package Goods Marketing with Business Analytics and General Business minors. He has been on the Dean’s List four consecutive semesters and is a member of Alpha Tau Omega Fraternity, where he has served as Chapter President. Recently, Haakon accepted an internship with Constellation Brands as an Associate Analyst Intern on their Kroger team. He is also a part of the Food Marketing Association and was the recipient of the SpartanNash Platinum Sponsor Scholarship. He is graduating in December 2017.
Jasmine Small

Jasmine is a junior studying Food and Consumer Packaged Goods Marketing at Western Michigan University. As a transfer student, she looks forward to becoming an active member of the Food Marketing Association. Jasmine is very interested in shopper marketing and worked in customer relations for almost 4 years now. She is seeking internships for the summer with an expected graduation of spring 2018.

Kristin Smith

Kristin is a senior majoring in Food and Consumer Package Goods Marketing. Kristin interned with McClary Brothers in Farmington, Michigan. She helps organize the annual 5k race in Detroit with Head for the Cure to raise money for Brain Cancer Research. Kristin plans to graduate in spring 2018. She received the Distinguished Order of Zerocrats Scholarship for this school year.

Robert Stevens

Rob is a senior in the Food and Consumer Package Goods Marketing program with a minor in Business Analytics. He has been actively involved in the Food Marketing Association since his Freshman year and has held multiple executive board positions. He has interned with Kroger and Bayer, where he currently works as Inventory Specialist during the school year. He has participated in both the Thailand Study Abroad trip and the Food Marketing Industry Tour. Rob is the recipient of the PepsiCo Food Marketing Fellowship Scholarship.

Emily Stock

Emily is a junior majoring in Food and Consumer Packaged Goods Marketing with a minor in General Business. She will be graduating in December 2018. She is part of the Food Marketing Association and serves as the Marketing Assistant for Leadership Council. Emily has an internship with Jewel-Osco over the summer. She also is currently working as a Residence Assistant.

Chase Stottler

Chase is currently a junior at Western Michigan University with a double major in Food & Consumer Packaged Goods Marketing and Integrated Supply Management with a minor in Business Law. He was a part of the Haworth College of Business Dean’s List for the fall and spring semesters of last year. Chase is currently serving as Vice President and Treasurer for his fraternity and is planning to graduate in the spring of 2019. He is actively searching for an internship and is looking to find a great educational experience with an employer.
Food & CPG Marketing Students

John Sutherland

John senior majoring in Food and Consumer Packaged Goods Marketing. While maintaining a substantial GPA in the Haworth College of Business he has completed two internships at World Kitchen in Rosemont, IL and for Home Chef in Chicago, IL. John is looking for an internship this summer to expand his knowledge of the industry prior to his graduation in the fall of 2017.

Max Turkowski

Max is a senior majoring in Food and Consumer Package Goods Marketing. He is a member of the Food Marketing Association. And is also a member of the Sigma Chi Fraternity where he is currently the Vice President. He has also held other positions within the fraternity such as Scholarship Chairman and worked with Philanthropy Events. Max will graduate this spring.

Abigail Vaerten

Abigail is a junior in the Food and Consumer Package Goods Marketing program with a minor in psychology and general business. She is a Deans List student and is a part of Lee Honors College. She has been involved on campus through the Food Marketing Association, Campus Activities Board, and Alpha Omicron Pi where she held the position of chapter president in 2016. Her expected graduation date is April 2018.

Amanda Van Giesen

Amanda is a senior majoring in Food and Consumer Package Goods Marketing with a minor in Statistics. She has been on the Dean’s List and is a member of the Lee Honors College. She also was a Category Management Intern for Kellogg’s. She received the Procter and Gamble Platinum Scholarship as well as the Patrick M. Quinn Scholarship for this school year. She will be graduating this spring.

Ashley Weigold

Ashley is a junior majoring in Food and Consumer Package Goods Marketing. While at WMU, Ashley participated in the Western Michigan Bronco Marching Band and has been on the Dean’s list. She is an active member of Phi Beta Kappa Alpha of Michigan Chapter and Food Marketing Association. Ashley plans to graduate in the spring of 2018 and will have an internship this summer with Meijer.
Addison Weiss
Addison is a senior in the Food and Consumer Package Goods Marketing program with a minor in Management and General Business. He plans to graduate in spring 2017. Addison is a member in the Food Marketing Association and last summer completed the Food Marketing Industry Tour. Addison is also a full-time restaurant manager along with being a full-time student. Addison received the Pepsi Scholarship for this school year.

Austin Whitford
Austin is currently a senior is majoring in Food and Consumer Package Goods Marketing. Austin has had the opportunity to be a yearlong intern with Kellogg’s in their marketing department. He is involved on campus being a Brother of Lambda Chi Alpha, a National Social Fraternity, and is a member of the Food Marketing Association. Austin is looking forward to learning about future careers and networking with future employers.

Kayla Wells
Kayla is currently a senior double majoring in Food and Consumer Package Goods Marketing as well as Business Management. She has been on the Dean’s List during her time at Western Michigan. She is an active member of the Food Marketing Association as well as the Public Relations Organization. She will be interning with Kroger this summer. Kayla plans on graduating in December 2017.

Hannah Workman
Hannah is a junior double majoring in Food and Consumer Packaged Goods Marketing and Integrated Supply Management with a minor in International Business. She is a Dean’s List student and a member of the Food Marketing Association. She spent her 2016 spring semester studying International Marketing Management at Hogeschool Utrecht of Applied Science located in Utrecht, The Netherlands. Hannah has had internships with Webasto Edscha-Cabrio and The Extended Universities Program at Western Michigan University.
Alumni Tailgate Party Homecoming 2016
About The Food Marketing Association

Western Michigan University’s Food Marketing Association exists to facilitate interaction between food industry representatives and students and to provide opportunities for networking among its members. By focusing on the long-term goals of business students and the needs of employers, the Food Marketing Association will leverage its influence to create community amongst its members and opportunities for their success.

FMA sponsors several guest speakers, seminars, and industry tours throughout the academic year. The topics covered are as follows: industry trends, technology, career opportunities, and possible career paths within the industry.
"There’s A Future In Food!"

- William O. Haynes
WMU Founding Food Marketing Professor
Congratulations Broncos!

The Western Michigan University Football team had a Cinderella season, hosting ESPN Game Day on campus and taking an undefeated team into the Mid-American Conference Championship and the New Years Day Cotton Bowl.

The No. 12 (AP) ranked Western Michigan University football Broncos beat Ohio University 29-23 in the 2016 Marathon Mid-American Conference Championship game to claim the MAC title for the first time in 28 years. A record-breaking crowd of 45,615 gathered for the championship game at Ford Field in Detroit, with WMU fans filling an overwhelming majority of the stadium.

Western Michigan took an undefeated 13-0 record into the Cotton Bowl. It marked just the second time in history a MAC team had been selected for a New Year’s Six-bowl game. The Broncos faced No. 8 ranked Wisconsin. Wisconsin won the Cotton Bowl 24-16 to deny Western Michigan an undefeated season.
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Western Michigan University’s Emerging Leaders Program focuses on leadership skills for developing top talent and driving results in a rapidly changing world. Taught by University faculty and industry experts, attendees will leave with skills they can immediately implement. Attendees will learn how to manage personality traits in their teams and themselves, building emotional intelligence skills. They will also learn how to integrate P&L management, joint business planning and social/digital networking skills, all with a consideration for sustainable business practices.

**Who Should Attend and Why?**

**New Leaders and High Potential Team Members**
- Learn Personality Traits: Yours, Teams’, Others’
- Develop EQ – How to build emotional intelligence
- P&L – Understanding and managing the numbers

**Experienced Life Long Learners and Evolving Leaders**
- Recognizing Leadership Types
- Developing a Servant Leadership Model
- Members of Joint Business Planning Teams (Importance of having the right partnerships)
- Digital Networking Best Practices

**SESSION TIMES**

- Begins Monday, April 10, 2017, at 1PM
- Day long plus evening sessions for team case studies: Monday, Tuesday, Wednesday
- Ends Thursday, April 13, 2017, at 5PM

**FEES $4,995.00**

includes training and materials, lodging at the Radisson, breakfast, lunch and two evening events.

For More Information and to Register Visit:
http://wmich.edu/foodmarketing/emergingleaders

Questions? Call or text Bob Samples at 507-279-7318 or message him on Twitter @ProfSamples

Sign up is limited to 25 participants to assure every participant gets the attention and support needed.
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