Food Marketing Conference, 2017 - Food and CPG Marketing Programs

Haworth College of Business
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.
Western Michigan University’s Food & CPG Marketing Major

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 Youtzy
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 Straniero, 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.
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.

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.

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.

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.
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:

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

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?
MKTG 3710: Marketing Research

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.

"Western Michigan Food Marketing program is best in class in providing students with both on the job experience and classroom education with the best faculty in the nation."

Trent Weller
Sam’s Club
Retail Merchandising is a course designed to acquaint students with retail merchandising principles in today’s multi-channel marketplace. Students 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.
MKTG 4940: Food & CPG Issues and Strategies

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.
Solyfe Concept Page

Do you ever need a pick-me-up 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 that is looking for an energy drink that fits their active and adventurous lifestyle. Containing all the natural flavors, probiotics, vitamins, antioxidants, and herbal elements, Solyfe gives you everything you need to stay peak and feel energized throughout your day.

This product fits your lifestyle like never before for just your local supermarket to conveniently stock for this low price at $3.99.

WHAT IS PROCO?

PROCO combines the benefits of a caffeine filled cup of coffee and nutritional smoothie shake and puts them into one creamy beverage.

It's targeted to a busy, on the go, consumer who doesn't have 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.
Great American Ballpark

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.

Frito Lay

Food Industry Tour 2016

Great American Ballpark

J.M. Smucker Company

Jungle Jim’s

Procter & Gamble
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 Pomerorski

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
Global Business in Thailand

"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

"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

NGA Convention
Las Vegas, Nevada
February, 2017
"The National Grocers Association was a great experience! I really enjoyed being able to talk with so many different up and coming business’s 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 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"