



Western Michigan University
ScholarWorks at WMU

Food Marketing Conference and Yearbook

Marketing

2017

Food Marketing Conference, 2017- Brochure

Haworth College of Business

Follow this and additional works at: https://scholarworks.wmich.edu/foodmarketing_conference



Part of the Marketing Commons

WMU ScholarWorks Citation

Haworth College of Business, "Food Marketing Conference, 2017- Brochure" (2017). *Food Marketing Conference and Yearbook*. 9.

https://scholarworks.wmich.edu/foodmarketing_conference/9

This Brochure is brought to you for free and open access by the Marketing at ScholarWorks at WMU. It has been accepted for inclusion in Food Marketing Conference and Yearbook by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.



52nd Annual Food Marketing CONFERENCE

"Leading with Change"

**March 21 - 22, 2017
DeVos Place, Grand Rapids, MI**



For more information, visit our website:
www.foodmarketingconference.com
or call the conference hotline at: (269) 387-2132

WESTERN MICHIGAN UNIVERSITY



52nd Annual Food Marketing CONFERENCE



2017 FOOD MARKETING CONFERENCE AGENDA

Tuesday, March 21, 2017

<u>Time</u>	<u>Event</u>
7:00 a.m.	Registration Opens
8:00 a.m.	Employer Breakfast with Students
8:00 a.m.	Industry Advisory Board Breakfast Meeting
9:30 a.m.	Early Bird Sessions "When Aldi and Lidl go Head-to-Head" "Nielsen 2020: What's Next?"
11:00 a.m.	"The Struggle for Relevance" Michael Sansolo, Moderator Industry Panel
12:00 p.m.	Welcome Luncheon
1:00 – 1:45 p.m.	"Leading through Transformation" Val Oswalt, President, North America Mondelez International
2:00 – 3:00 p.m.	Networking Break
3:00 – 3:45 p.m.	"A Retail Lens on the Food Industry" Bryan Gildenberg, Kantar Retail
3:45 – 5:00 p.m.	Executive Forum
5:00 – 6:30 p.m.	Welcome Reception
6:30 p.m.	Dinner Program "Get Your SHIFT Together" Steve Rizzo, Author, Speaker, Comedian

Wednesday, March 22, 2017

<u>Time</u>	<u>Event</u>
7:00 – 8:00 a.m.	Breakfast
8:15 – 9:00 a.m.	"The Shopper of the Future" Kevin Hartman, Head of Analytics, Google
9:00 – 10:00 a.m.	"Breakthrough Leadership" Brian Biro, Speaker, Author, Trainer
10:00 – 10:30 a.m.	Networking Break
10:30 – 11:30 a.m.	Breakout Session I
11:45 – 12:45 p.m.	Breakout Session II
1:00 – 2:30 p.m.	Luncheon Program
2:30 – 3:15 p.m.	"We are in the People Business . . . We Sell Groceries on the Side" Jayne Homco President, Kroger Michigan

Conference Registration, Sponsorship or General Information is available at: www.foodmarketingconference.com

Tuesday, March 21, 2017

Early Bird Concurrent Sessions

9:30 - 10:30 a.m.

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



Bill Bishop

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.



Bill Bolton

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.



Jordan Rost

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.



Michael Sansolo
Retail Food
Consultant



Peter J. Whitsett
EVP, Merchandising & Marketing
Meijer



Judy Spires
Chairman, CEO
Kings Supermarket



Denny Belcastro
Vice President Industry Affairs
Kimberly-Clark

Tuesday, March 21, 2017

1:00 - 2:00 p.m.

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.



Val Oswalt



Sponsored by the Network of Executive Women

Executive Forum 3:00 – 5:00 p.m.



Bryan Gildenberg

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

Tuesday, March 21, 2017

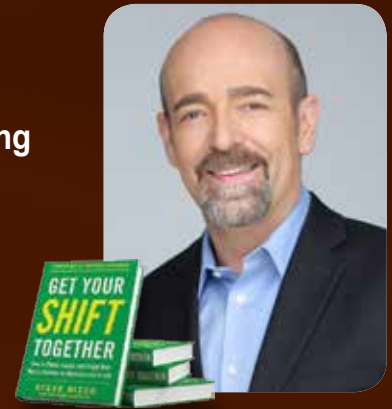
Dinner Program

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.



Steve Rizzo



Sponsored by Pepsico

Wednesday, March 22, 2017



Kevin Hartman

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!



Brian Biro



Sponsored by Pepsico

Breakout Session I

Wednesday, March 22, 2017 • 10:30 - 11:30 a.m.



Digital Technology-Adapting to Dynamic Changes in Shopping Patterns

Rachel Hurst, Consumer Affairs Manager, Kroger
Shaun Stewart, E-Commerce Manager, Kroger

The Kroger Company is consistently looking for new ways to keep up with customer demands while creating higher levels of service than ever before. Our digital technology provides our customers the ability to shop through Clicklist, a curbside service. Clicklist allows our customers to shop on-line through our website or our digital app and simply drive up to their favorite Kroger store and pick up their order. With shoppers on the go, busy families, work life balance, and reaching out to those with disabilities, we are giving our customers one extra hour to live their lives to the fullest.



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



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 stand out 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.



Blending Virtual Technology with Insights

Jason Smith, Vice President, InContext Solutions

Tom Wozbut, Director, Kellogg's Category Analytic

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.



Breakout Session I

Wednesday, March 22, 2017 • 10:30 - 11:30 a.m.

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.



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!



Breakout Session II

Wednesday, March 22, 2017 • 11:45 a.m. - 12:45 p.m.



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.



Managing Emotions to Successfully Navigate Change

Rebecca Bales

Global Partner Lumina Learning, Transformational Expert

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.



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.



Digital Disruption in Retails: 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 signification 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.

Breakout Session II

Wednesday, March 22, 2017 • 11:45 a.m. - 12:45 p.m.

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.



Shifting Attitudes regarding Health, Wellness & Sustainability **Andrew Mandzy**

Director, Health & Wellness Strategic Insights, 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.



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.



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.



Wednesday, March 22, 2017

2:30 p.m.

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.



Jayne Homco



Craig Jacobi

Adrian Trimpe **Distinguished Service Award**

This Year's Recipient
Craig Jacobi
Vice President of National Accounts
Constellation Brands



Salute to Phil Straniero **Wednesday, March 22, 2017** **Luncheon Program**

Retiring After 50 Years **Food Industry Affiliation**

Phil Straniero, an integral member of the WMU Food/CPG Marketing team for the past 15 years will be retiring at the end of this school year. Phil joined our staff in 2001 as "Executive in Residence" after a stellar 35 year career at the Kellogg Company where he retired as Vice President of Business Development. Help us celebrate Phil's remarkable career during our luncheon program on Wednesday, March 22nd.



Phil Straniero

Grand Rapids Looks Forward to Welcoming You!

Travel to Grand Rapids:

Grand Rapids provides easy accessibility and convenience. The Gerald R. Ford International Airport (GRR) serves six major airlines and offers 120 daily nonstop flights.

The airport is only a 15-20 minute drive from downtown Grand Rapids, where the Amway Grand Plaza Hotel is located. Metro Car/Metro Cab is the preferred transportation provider at the Gerald R. Ford International Airport. They provide taxis or town cars curbside, in front of the airport terminal. Cost for a taxi is approximately \$35 each way from airport to the Amway Grand Plaza Hotel.

Hotel Accommodations

A special room rate at the Amway Grand Plaza Hotel in Grand Rapids is available for those attending the WMU Food Marketing Conference. **The conference room discount is good through March 1, 2017.**

To make your hotel reservation, call the hotel directly at (800-253-3590) and ask for the Western Michigan University Food Marketing Conference hotel rate.

Additional hotel accommodations are available at the JW Marriott (616-242-1500) and the Courtyard Marriott (616-242-6000).

Please scan for hotel reservations



Conference Venue:

The WMU Food Marketing Conference will be held at the DeVos Place Convention Center, which is connected via skywalk from the Amway Grand Plaza Hotel, JW Marriott and the Courtyard Marriott.

Parking Accommodations:

DeVos Place has parking conveniently located under the convention center. Access to the parking lot is on Michigan Street next to the river. DeVos Place parking is available 24/7 and may be paid by credit or debit cards. Additional parking is available in the City-County Building on Monroe Street (across from DeVos Place) or several other parking structures within walking distance.

Conference Registration

Conference Registration, Sponsorship or General Information is available at:

www.foodmarketingconference.com

Conference Hotline: 269-387-2132



2016 CORPORATE SPONSORS

PLATINUM SPONSORS



DIAMOND SPONSORS



GOLD SPONSORS



SILVER SPONSORS

