Food Marketing Conference and Yearbook

2018

Food Marketing Conference, 2017

Haworth College of Business

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>9:00 a.m.</td>
<td>Registration Opens</td>
<td>Secchia Lobby</td>
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<tr>
<td>11:00 a.m.</td>
<td>Kevin Coupe, Founder, MorningNewsBeat.com</td>
<td>Ballroom BCD</td>
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<td>12:00 p.m.</td>
<td>Welcome Luncheon</td>
<td>Ballroom BCD</td>
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<td>1:00 p.m. – 2:00 p.m.</td>
<td>General Ann Dunwoody, America's First Female 4 Star General</td>
<td>Ballroom BCD</td>
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<td>2:00 p.m. – 3:00 p.m.</td>
<td>Networking Break</td>
<td>Secchia Lobby</td>
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<td>3:00 p.m. – 4:00 p.m.</td>
<td>Executive Forum moderated by Michael Sansolo</td>
<td>Ballroom BCD</td>
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<td>4:00 p.m. – 5:00 p.m.</td>
<td>John Phillips, SVP, Pepsico Global Operations</td>
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<td>5:30 p.m. – 6:30 p.m.</td>
<td>Welcome Reception</td>
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<td>6:30 p.m. –</td>
<td>Networking Dinner</td>
<td>Ballroom BCD</td>
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<td>Entertainment by Brena</td>
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<td>10:30 a.m. – 11:30 a.m.</td>
<td>Breakout Session I</td>
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<td>What’s Next for Food Retail</td>
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<td>Jordan Rost, Nielsen</td>
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<td>Innovation: The Rise of The Dark Horse</td>
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<td>Larry Levin, IRI &amp; Dan Mack, Mack Elevation</td>
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<td>How to Be Cool in Social Media without Really (Looking Like You’re) Trying</td>
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<td>Christina Miller, VML &amp; Matt Keck, VML</td>
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<td>Make Way for Meal Kits</td>
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<td>Dan French, Brownfield Listings</td>
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<td>The New Personalization Playbook</td>
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<td>Marta Cyhan, Catalina Marketing</td>
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<td>Leveraging Big Data and Predictive Analytics</td>
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<td>Ken Cassar, Slice Intelligence</td>
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<td>Thinking Differently the Disney Way</td>
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<td>Duncan Wardle, former VP, Walt Disney Company</td>
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<td>Please Note: This is a double session and runs from 10:30 a.m. – 12:45 p.m.</td>
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<td>11:45 a.m. – 12:45 p.m.</td>
<td>Breakout Session II</td>
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<td>What ‘Real Millennials’ Want and How They are Rapidly Transforming Our Industry</td>
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<td>Panel Moderator: Kevin Coupe</td>
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<td>Panelists: Brianna Amat, SC Johnson; Alex Judy, Procter &amp; Gamble; Katie Hale, Meijer; George DeGrella, General Mills; Carlye Cordes, SpartanNash</td>
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<td>Are You on Trend with Your Foodservice Offering?</td>
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<td>Dave West, Sysco Foodservice &amp; Jody Hartson, Sysco Foodservice</td>
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<td>Home Shopping: Convenience is the New Price</td>
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<td>Justin Sessink, Meijer &amp; Lindsey Seal, Shipt</td>
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<td>And Now What?</td>
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<td>Lori Stillman, Advantage Solutions</td>
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<td>Nathan W. Steed, Warner-Norcross &amp; Judd</td>
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<td>Beyond Change Management: Leadership Skills for Work &amp; Life</td>
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<td>Bryan Yager, The Bryan Yager Group, LLC</td>
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<td>Leveraging Artificial Intelligence to Uncover the Subconscious Motivations</td>
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<td>Dr. A.K. Pradeep, MachineVantage</td>
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<td>1:00 p.m. – 2:30 p.m.</td>
<td>Luncheon Awards Program</td>
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<td>2:30 p.m. – 3:15 p.m.</td>
<td>Fred Morganthall, Industry Statesmen</td>
<td>Ballroom BCD</td>
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<td>3:15 p.m.</td>
<td>Closing Comments and Adjournment</td>
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Welcome to the 53rd annual Food Marketing Conference

On behalf of Western Michigan University, it is my pleasure to welcome our industry guests, speakers, faculty, and students to this year’s Food Marketing Conference.

This is my first opportunity to attend the Food Marketing Conference. The strong reputation of our Food Marketing Program and the high regard for our annual conference are well known throughout the region. The conference has enjoyed 11 consecutive years of attendance growth — a tribute to the quality of the conference programming.

We are grateful to the members of our faculty and the Food Industry Advisory Board for the investment of their time, resources, and commitment to growing the conference and supporting our nationally acclaimed Food and Consumer Package Goods Marketing program. Through your partnerships, our students gain practical knowledge and skills enabling them to thrive in today’s competitive marketplace.

We would like to thank our corporate sponsors of this event for their continued support through scholarships and educational opportunities unique to the food industry. Your support is instrumental to the success of our students.

This year’s program features outstanding leaders who are certain to stimulate discussion on critical issues facing the food industry. Thank you for sharing your expertise and insights with our attendees.

Your contributions help make Western Michigan University the school of choice for our Food Marketing Program. We look forward to advancing our partnerships and many more years of fruitful collaboration.

Edward Montgomery
President
Western Michigan University
Dear Conference Participants,

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

This engaging program is unlike any other because of its atmosphere, which fosters networking and relationships. This year’s conference theme “Retail Reinvention: Making the Customer Hero” explores everything from customer loyalty, to leadership, to technology—all in the context of the changing retail landscape. Our hope is that the conference sessions will ignite your own passion for the work that you do.

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

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

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

Best wishes,

Satish P. Deshpande

Satish Deshpande, Ph.D.
Dean, Haworth College of Business
Nothing is what it was. Nothing is as it seems. And nobody really “knows” anything. One thing is for sure, though - that at a time of cutthroat competition and incessant disruption, retailers and suppliers must bring their “A-game” every hour of every day, innovating constantly as they seek both relevance and resonance.

That’s just the starting premise for MorningNewsBeat “Content Guy” Kevin Coupe, as he offers a compelling perspective and real-world examples of the enormous challenges facing every retailer and supplier, how to navigate the deadly shoals of 2018-style competition. Kevin’s presentation is laced with what he calls “serious levity,” focusing on the need to act strategically, move swiftly, think differently, and take “big swings” … all of which he believes are absolutely necessary to survive in a fast-changing, revolutionary business environment.

Meeting the standard will always suffice if you want to be average or just get by. Exceeding the standard and living to a higher standard can lead to success and the achievement of your dreams. Be disciplined. Know what right looks like. Provide a strategic vision. Visualize where you want your team to be in the future and then design a roadmap to get there. It is key that every individual in your organization understands how important he or she is to accomplish the vision. General Ann Dunwoody, is the author of “A Higher Standard”, she will share what nearly four decades in the military taught her about effective leadership, revealing the core principles that guided her to her historic appointment. With engaging stories and battle-tested insights, General Dunwoody will offer practical, tactical advice to lead and achieve with maximum success – no matter the size or scope of your organization.
Monday, March 19, 2018

Executive Forum
3:00 - 4:00 p.m.

“Retail Reinvention: Making the Customer Hero”
Michael Sansolo, Retail Food Industry Consultant

We are in the midst of a retailing revolution that promises to change the face of retailing as we know it. Convenience and ease of shopping are essential ingredients for the on-the-go consumer. New disruptive business models are bringing levels of convenience consumers are looking for, from direct-to-consumer models to front door convenience. Small box retailers are expanding rapidly offering high value propositions as well as differentiated consumer experiences. Michael Sansolo, along with an expert panel of industry executives will examine the current retail shakeup taking place as well as explore other disruptive forces surely to impact or reshape our industry.

Executive Forum Panelists

Chris Skyers
VP, Merchandising & Marketing
Wakefern Food Corp

Carmela Cugini
VP US eCommerce
Wal-Mart/Jet.com

Tod Pepin
SVP, Food
Meijer

Dave Jones
VP, Industry Initiatives
The Kellogg Company

Robert Tomei
President, Consumer Marketing
IRI Global

KEYNOTE SESSION: 4:00 p.m. - 5:00 p.m.

“Retail Reinvention: Bits & Bytes That Will Disrupt Your Supply Chain”
John S. Phillips, SVP of Customer Supply Chain & Global Go-To-Market for PepsiCo

Every week we read news articles, tweets or blogs about new technologies that have the potential to disrupt our business and personal lives in profound ways. Many of these new technologies are impacting the CPG industry and dramatically changing the way consumers research and shop for products. These changes are also impacting CPG supply chains and the methods in which manufacturers and retailers get their goods to market. The digital revolution that we have the opportunity to experience presents enormous opportunities and challenges across the end-to-end consumer value chain. John will share his perspective and insights on some of the technologies that have the greatest potential to drive dramatic change across the CPG consumer value chain. These technologies include augmented reality, smart shelves, autonomous in-store robots, wearables, image recognition, self-driving vehicles, IoT devices, drones and many others. Rated the best presentation of the year by Supply Chain Digest, this will be an exciting and thought-provoking session exploring how supply chain leaders can leverage these technologies to be at the forefront of driving transformational change in their organizations.
Monday, Evening March 19, 2018

WELCOME RECEPTION: 5:30 p.m. – 6:30 p.m.

NETWORKING DINNER 6:30 p.m. – ?
Tuesday, March 20, 2018

OPENING KEYNOTE SESSION: 8:15 a.m. - 9:00 a.m.
“From Dinosaurs to Mammals: How eCommerce is Reshaping Brick & Mortar Retail”
David Marcotte, SVP - Strategic Advisory Services, Kantar Retail

For decades, big box stores were the dominant species in the retail landscape, attracting shoppers with their expansive assortment and “one stop shop” convenience. The emergence of Amazon and other eCommerce players, however, has turned big box retail upside down with lower prices, more relevant assortment, and greater convenience. Many traditional retailers which were once market leaders have disappeared, and those who remain are scrambling to evolve. In the midst of this disruption, a new “species” of brick & mortar retail has emerged that represents the next big growth opportunity for retailers and suppliers: small box retail. Retailers poised to grow over the next several years are those that operate small format stores that offer highly curated value propositions targeted at specific shopper groups. Working and growing with these retailers requires a new set of capabilities, skillsets, and strategic approaches. We’ll discuss not only what the future of a digitally enabled, brick & mortar retail landscape looks like, but also what retailers and suppliers need to do in order to respond effectively.

KEYNOTE SESSION: 9:00 a.m. - 9:45 a.m.
“Brand the Moment – 5 Ways to be Unforgettable and Create Customers for Life”
Simon Bailey, speaker, author, life coach, and Speaker Hall of Fame

90% of American consumers form their perception of companies based primarily on their service experience. Customers buy more frequently, make more transactions and are willing to pay more per transaction when they deal with companies who provide them with a superior service experience. On the other hand, we all know what happens when a business disappoints a customer! To become a brilliant brand, every team member must feel a significant sense of personal ownership. From the front line to the executive suite, Customer Love is all about re-enlisting heads, hearts and hands to create internal alignment, brand longevity, and customer loyalty. Simon T. Bailey leads this inspiring session in which participants will learn how to accept personal responsibility for delivering exceptional service, doing the right thing for customers not because one has to, but because one wants to. You will learn how to unleash a fresh way of thinking about the customer experience and start a process that will transform your organization’s culture into one that consistently delivers platinum service. Simon Bailey began his career in hospitality where he worked at the Disney Institute for the Walt Disney Company.

CLOSING KEYNOTE SESSION: 2:30 p.m. - 3:15 p.m.
“Retail Reinvention: Making the Customer Hero”
Fred Morganthall, Industry Statesmen

Fred Morganthall will draw on his 31-year career in the Food & CPG Industry to provide a perspective on the challenges facing the retailing industry. Fred began his career in 1973 as a sales representative for Proctor & Gamble. He also held management positions at Spartan Stores in Grand Rapids, Michigan, where he was responsible for grocery, frozen and dairy, procurement, general merchandise and health and beauty care from 1978 to 1986. In 1986, he joined Harris Teeter of Charlotte, N.C. where he held various managerial positions before ascending to the role of President & CEO, a position he held until the acquisition of Harris Teeter by the Kroger Company in 2013. After the acquisition by Kroger, Fred was named Kroger’s senior vice president of Retail Operations, and then promoted to his most recent role as Executive Vice President of Retail Operations a position he held until his retirement at the end of 2017. Upon Fred’s retirement, Rodney McMullen, chairman and CEO of Kroger stated, “There are few people in our industry as widely respected as Fred. He worked tirelessly to establish the Harris Teeter brand and, after our merger, helped position Kroger for future success. We’ve all benefited from Fred’s passion for grocery retail and operational excellence.”
Why America is Winning the New Normal: An Economic View
Dan French, CEO, Brownfield Listings

The new century is still young, but it's already marked by many substantial changes coming in quick succession. Major structural shifts in the economy, environment, energy markets and our everyday lives are remaking the entire world. This full-spectrum shakeup is impacting decision-making at every level and reshaping the competitive landscape of the global economy once again. Such comprehensive change coming in such a compact period is the world's hard pivot away from the 'Old Normal'. But what is the 'New Normal'? And how is North America benefitting from this global rebalance? Think big about sustainability's past, present and future in this engaging discussion on the economy, environment, energy, resilience and abundance. These key takeaways are essential for operating in today's environment and useful in positioning yourself ahead of the fast-approaching future.

Make Way for Meal Kits
Jay Whitney, President, FoodStory Brands

The growth in the perimeter of grocery continues to outpace center of store. Retailers and suppliers who continue to evolve to meet the needs of consumers for expanded offerings on the perimeter will win. One high-growth opportunity is to capitalize on the proven success of online home meal kits. This business generated $1.5 billion the last 5 years and continues to grow. Retailers and suppliers have quickly adapted to the trend. This session will look at the overall landscape, key trends driving the business, current examples online / retail, and best practices in the category. Jay Whitney has had a very diverse career the last decade in food marketing, promotion and commercial development, launching brands such as Fresh Cravings® Salsa, Cocktail Artist® and a number of unique food licensing programs.

The New Personalization Playbook
Marta Cyhan, Head of Marketing, Catalina Marketing

Today's consumers are more selective and their shopping trips more fragmented than ever before. Consumers now value healthy ingredients four times more than brand recognition—even more so for millennials. Three-fourths of consumers read ingredients on product packaging, and 99 percent ignore many products in the grocery store—and are far more likely to shop multiple outlets. Given the changing nature of consumers, it's essential to engage shoppers based on their individual behavior, preferences and motivations. In the era of hyper-selective shoppers, hyper-targeting is a must. This session will explore the importance of personalization and individualized marketing in the context of evolving consumer behaviors and motivations. It will also look at new breakthroughs in personalization, including the ability to understand and engage shoppers based not only on the products they buy, but also on the ingredients in the products and the motivations behind the purchases.

Innovation: The Rise of The Dark Horse
Larry Levin, EVP Consumer & Shopper Insights, IRI Global
Dan Mack, Managing Partner, Mack Elevation

Many companies rely on as much as 10% of their annual sales coming from new product launches. The trend of smaller companies quickly winning in today's CPG environment has created a new mantra for “failing fast” so that time is not wasted getting new products to market. In IRI's most recent New Product Pacesetters, 40% of new brands were from small, or “dark horse”, companies. These companies are surprising and delighting consumers across the country with new products that are “designed for me”. These small companies are breaking through with innovation and sparking a consumer innovation revolution. This session will delve into the highly rewarding world of innovation sparked by small, “dark horse” brands.

Why America is Winning the New Normal: An Economic View
Dan French, CEO, Brownfield Listings

The new century is still young, but it’s already marked by many substantial changes coming in quick succession. Major structural shifts in the economy, environment, energy markets and our everyday lives are remaking the entire world. This full-spectrum shakeup is impacting decision-making at every level and reshaping the competitive landscape of the global economy once again. Such comprehensive change coming in such a compact period is the world’s hard pivot away from the ‘Old Normal’. But what is the ‘New Normal’? And how is North America benefitting from this global rebalance? Think big about sustainability’s past, present and future in this engaging discussion on the economy, environment, energy, resilience and abundance. These key takeaways are essential for operating in today’s environment and useful in positioning yourself ahead of the fast-approaching future.
“How to Be Cool in Social Media Without Really (Looking Like You’re) Trying”
Christina Miller, Associate Channel Director Social Media for VML
Matt Keck, Senior Channel Manager for VML

Almost every brand wants to be a cool teen and culturally relevant on social media, but not every brand can master it … and definitely not overnight. It takes a strong strategy, a steady brand voice and a consistent presence over time to win hearts on the inter-webs. Come see how the team behind the most retweeted tweet of all time (#NuggsForCarter) helped Wendy’s become a cool brand in social media, and a nine-time Cannes Lion winner in three easy steps. VML is a full-service marketing agency with offices around the globe, they transform brands through a connected consumer experience.

“Thinking Differently the Disney Way”
Duncan Wardle, former VP of Innovation & Creativity, Walt Disney Company

Thinking Differently – Do you ever wonder why most of your best ideas come to you in the shower? Have you ever pitched a new idea only to watch it diluted or killed as it moves through the processes? Ever wanted to know how Walt Disney came up with the idea for Disneyland or how Netflix completely revolutionized the movie rental industry? Or perhaps you found yourself amazed at how some companies develop killer insights that enabled them to break into major new categories. Building on some 25 years of experience with the Walt Disney Co. around the globe, Duncan Wardle, will create an immersive, engaging workshop that will not only answer these questions but leave you with the tools to take on your challenges in new and different ways that deliver tangible results.

“What’s Next for Food Retail”
Jordan Rost, Vice President of Consumer Insights, Nielsen

Consumers shop everywhere and all the time, which means you have to think bigger and broader in order to capture ever-elusive growth opportunities. We’ll explore critical industry factors that have the potential to challenge, but also drive growth for brands and retailers - and what you should do to respond. In his role at Nielsen, Jordan Rost explores emerging trends, shifting buying and media consumption behaviors and helps manufacturers and retailers make more informed decisions. In this session Jordan will examine: How FMCG disruptors will reshape future growth; the impact digitally-engaged shoppers are having on the traditional retail model and the path to purchase and how new entrants are shaking up the U.S. retail and brand landscape.

“Leveraging Big Data and Predictive Analytics”
Ken Cassar, Principal Analyst and Vice President, Slice Intelligence

Online shoppers initially started shopping because they could get better prices across a broad selection of products than in brick and mortar stores. Over time, the convenience of the channel has risen to the top. In this session learn how you can leverage big data and predictive analytics into actionable insights, giving brands and retailers unprecedented visibility to the modern online shopper. Ken Cassar oversees Slice Intelligence’s research agenda, identifying and contextualizing e-commerce trends from a panel of more than 4.5 million U.S. online consumers. Cassar previously was SVP, media analytic solutions, at Nielsen, where he developed innovative digital commerce measurements and advertising effectiveness solutions. Prior to Nielsen, Cassar was an analyst at Jupiter Research, where he was an early thought leader, trusted adviser and media source on e-commerce.
“And Now What?”
Lori Stillman, EVP, Analytics, Insights & Intelligence, Advantage Solutions
In today’s dynamic retail landscape, it seems like the ink is barely dry on strategies and tactics before another wave of change sends planners back to the whiteboard. Our world has become a juggling act of balancing a flurry of M&A activity, retail consolidation, store closures, transformative digital technology, new data sets and more! Toss in the impacts of politics, diversity, regulations and financial pressures and it’s no surprise that defining growth plans and mapping your shoppers’ path to purchase requires the very best of your organization. No one can predict – or control – the changes that are reshaping today’s retail landscape. In this interactive session, Lori will highlight some of the biggest changes our industry is facing and lead a conversation on how we must all embrace, plan and be prepared to win in the midst of the transformative disruption all around us.

“Home Shopping: Convenience is the New Price”
Justin Sessink, Manager, Digital Shopping/Programs Meijer
Lindsey Seal, Director of Partner Success for Shipt
Technology advancements, artificial intelligence (AI), new service offerings, and heightened focus on digital UX are changing the retail industry at a faster pace than ever before. New experiences are constantly raising the bar for consumer expectations, and disruptive business models are transforming entire industries. Companies who aren’t focused on rapidly evolving digital experiences and convenient solutions will quickly face challenges against their competition. Meijer has been a consistent leader in the area of digital engagement and shopping solutions. In this breakout session, you will learn about Meijer’s digital strategy, and how programs like Curbside pickup, Home Delivery, M-Perks, mobile shopping and more are changing the way customers engage with our stores and brands.

“Leveraging Artificial Intelligence to Uncover the Subconscious Motivations Driving Health and Wellness”
Dr. A.K. Pradeep, CEO of MachineVantage
Artificial Intelligence and Machine Learning can help marketers understand the non-conscious aspects that motivate and drive consumers. This understanding can help create healthy products that truly resonate with consumer’s desires, and messaging that persuades them to prefer healthier choices. Consumer-driven health care is at the forefront of everyone’s minds today. Living a healthy and vibrant life is the goal of consumers across the globe. In fact, in a recent IRI study, “37% of consumers agree that food is a better remedy for their healthcare than medicine.” Opportunities are abundant for marketers to better understand the conscious and non-conscious motivations offering challenges and opportunities for manufacturers and retailers to bring relevant products and services that resonate with both their hearts and minds.

“Beyond Change Management: Leadership Skills for Work & Life”
Bryan Yager, Founder of the Bryan Yager Group, LLC
This breakout session is ideal for people who have the responsibility, or opportunity, to lead people through change of any kind. Beyond Change Management focuses on four primary leadership responsibilities in times of transformation. The ideas are simple, practical and actionable, not theoretical or academic. Everyone from entry-level supervisors; department heads; to those in senior management positions will benefit from this message and experience. Not only will people enjoy the message and Bryan’s engaging delivery style, they will also “use the language” and principles personally and professionally for years to come. Bryan is a 20+ year industry veteran specializing in leadership and organizational development. He now supports Fortune 50 companies around the globe as an executive coach, leadership advisor, consultant and workshop facilitator.
“Are You on Trend with Your Foodservice Offering?”
Dave West, Senior Director, Category Strategy, Sysco Foodservice
Jody Hartson, Sales Lead, Sysco Foodservice
As the trend toward prepared foods consumed at home grows, the battle for the share of stomach between food retailers and restaurants continue. Today, more than ever, consumers have multiple choices when considering what’s for dinner including the what’s in the refrigerator or pantry, a meal kit, delivery, and take-out. As traditional grocery retailers look to remain relevant in the prepared meals space, in-store and carry-out foodservice solutions will continue to rise in importance. In this session, the presenters will review current foodservice trends, changing consumer palates and the continued evolution of grocerants. Dave and Jody will also cover how Sysco is partnering with several grocery customers in an effort to keep these retailers competitive and profitable within the foodservice space.

“Cyber Security”
Nathan W. Steed, Partner, Warner-Norcross & Judd
As more companies seek to advance their cybersecurity measures and protect their data and customers, there’s a lot we as end users can do as it relates to personal cybersecurity. Personal cybersecurity plays a critical role in an organization’s overall protection. For employers, helping workers understand personal security online will significantly improve organizational security. Data breaches are becoming a serious issue in the grocery industry, with close to 1,000 breaches occurring in the supermarket space alone last year. One of the biggest threats are malware-type breaches. This presentation will include a description of typical malware attacks and other recent data breaches in the grocery industry with the goal of understanding how they work and what protections you can put in place to protect yourself in the future.

“What ‘Real Millennials’ Want and How They are Rapidly Transforming Our Industry”
Moderator: Kevin Coupe
There are no white-haired panelists here talking about Millennials, except possibly our moderator who thinks of himself as a Millennial! Just real Millennials talking Millennial issues. They have grown up with technology at their fingertips. Some might even say they live on their smart phones, shop online (constantly), multi-task (always) and are driven by experiences and convenience; What do you expect from the first generation to enter the workplace having grown up right alongside technology, a crucial asset their current senior leadership didn’t grow up with? In this breakout, 5 millennials will share their perspective on the micro and macro challenges they face during a generational shift in a historically traditional industry that is now being disrupted more than ever.
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

Adrian Trimpe
Distinguished Service Award

This Year's Recipient
Art Sebastian
Vice President, Digital Shopping, Merchandising & Marketing
Meijer

Presentation to be made at Tuesday's Luncheon.

Previous Recipients

Craig Jacobi
Vice President of National Accounts
Constellation Brands
2017 Recipient

Tom Zatina
President
McLane Food Service
2016 Recipient
WMU Food Marketing Alumni Hall of Fame

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

This Year's Recipient

Ashley A. Roehm
Vice President, National Accounts
Clorox
Class of 1993

Presentation to be made at Monday's Luncheon.

Previous Recipients

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

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
Food Marketing Alumni are Golden!
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WESTERN MICHIGAN UNIVERSITY

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
Master of Business Administration (MBA)

Are you always looking for the next opportunity to further develop a process, project or collaborative endeavor? If so, the Master of Business Administration degree at Western Michigan University may be right for you. In the MBA program, you will be challenged, and you will be encouraged to challenge the status quo in productive ways. The MBA is the gold standard for advancement in the field of business. All courses are designed for full-time working professionals, providing flexibility as you pursue your goals.

Campus

LOCATIONS:
Kalamazoo
Grand Rapids

CONCENTRATIONS:

w mich.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.
Employer/Student Pre-Conference Recruiting Activities

The Food/CPG Marketing Program sponsored pre-conference student engagement activities including an etiquette dinner and an employer/student breakfast the following day. These events provide human resource representatives an opportunity to interact with and meet highly motivated Food/CPG Marketing students.

“As a graduate of the Food Marketing Program at Western Michigan University, I know first-hand how equipped students are for the real world experiences coming out of the program. I have gained a great deal by being on the Board and interacting with students, industry experts, and faculty. I hope you find the conference as valuable in the next 2 days as I have over the years.”

Bennett Mark
Field Sales Division Manager
Nestle Waters
I’m very passionate about WMU’s Food Marketing Program, as it develops a remarkable foundation for future leaders in the food industry. The program attracts top talent and builds lifelong partnerships. The staff creates a climate where students are motivated to do their best to help the program’s success. Even if I wasn’t an alumni, a board member, and a supporter, I would attend the conference for the great networking and recruiting opportunities. Go Broncos!”

Katie Strohbeck
Executive Director, Growth Solutions
KeHe Foods
"Attending the WMU Food Marketing Conference is time well spent! Industry leaders who speak provide keen insight into trends affecting the industry both today and in the future. The Conference also provides everyone with a great forum to network with the very talented students, enabling you to create employment opportunities for the stars of tomorrow!"

Lou Czanko
SVP CPG/GDM Sales
Valassis
“The Western Michigan Food Marketing conference is a premiere leadership development and networking opportunity. There is something for everyone – fantastic speakers and a range of topics that are both motivating and educational as well as opportunities to interact with executives from a diverse group of manufacturers and retailers. Most importantly, the conference provides a wonderful opportunity to interact with students – with the potential to enhance your talent pipeline.”

Beth Kincaid
Central Division Manager
Unilever
For more than 33 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 33 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.

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MyWMU.com/GambinoFund

DR. FRANK GAMBINO
STUDENT LEADERSHIP SCHOLARSHIP

The Food & CPG Marketing Industry Advisory Board

Since its inception over 59 years ago, the WMU Food & CPG Marketing Program has depended on and received strong support from members of the Food & CPG industries. One group of individuals that provides special support for the program are the members of our Food & CPG Marketing Industry Advisory Board. The Board members attend regular meetings to provide advice and assistance with curriculum development, student recruiting, industry tours, guest speakers, trade relations, scholarships, student internships, and job placement. They also play a major role in the organization of the Food Marketing Conference. The students and faculty of the WMU Food & CPG Marketing Program wish to express their deep appreciation to our Industry Advisory Board members for all their help and for their selfless dedication to Western Michigan University.

Fall 2017 Western Michigan University Food Marketing Program Advisory Board
“Western Michigan is a holistic program that excels in multiple areas including Student Development, Industry Relations, Exceptional Faculty, Creative and Broad Thinking and Consistent Positive Results. The Food Marketing program not only provided me with an education it provided me with the skills needed to succeed in my career. I feel is my responsibility to give back to the program in a small way by being a member of the board.”

Trent Weller
VP Consumables
Sams Club
Faculty and Administration Members

Satish Deshpande
Dean
Haworth College of Business

Dr. Mushtaq Luqmani
Chair, Marketing

Dr. Frank Gambino
Program Director

Dr. Duke Leingpibul
Faculty

Bob Samples
Executive in Residence

Dr. Ann Veeck
Faculty

Dr. Marcel Zondag
Faculty

Phil Straniero
Executive in Residence

Lisa Youtzy
Administrative Assistant

Jennifer Palmatier
Employer Relations Coordinator

Auday Arabo
Associated Food & Petroleum Dealers

Doug Cygan
Jewel-Osco Stores

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 Switala
Acosta Sales & Marketing

WMU Food & CPG Marketing
Program Honorary Members
WMU Food & CPG Marketing Program
Industry Advisory Board

Raha Alavi
Nielsen Company

Becky Anson
Martin’s Supermarkets

Jon Bardsley
Mondelez

Chris Bethel
Advantage Solutions

Mike Brooks
E&J Gallo Winery

Tom Burkmper
Walgreen Company

Joe Cekola
Imperial Beverages

Ken Coleman
Kroger

Joni Elmore
Catalina Marketing

Lou Czanko
Valassis

Mark Dickinson
Emerge

Joan Driggs
Progressive Grocer

John Herzig
Bayer Healthcare

Amy Feldman
Next Phase Enterprises

Mike Gerfen
VML

Amy Goodrow
Wells Enterprises (Blue Bunny)

Larry Harding
Harding Enterprises

Marvin Imus
Imus Solutions

Beth Kincaid
Unilever

Sandy Kinney
PepsiCo QTG (retired)

Laura Lee Larson
LLL Consulting LLC

Nicole Boelman
Pinnacle Foods

Simon Cutts
Fresh Thyme Farmers Market

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Phil McGrath
Category Management Assoc.

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Impact Confections

Matt Moberly
Bell's Brewery

Sue Nicholls
Category Mgmt Knowledge Group

Sarah Parrigin
Crossmark

Larry Pierce
SpartanNash

Jason Schautz
Acosta Sales & Marketing

Katie Strohbeck
KeHE

Timothy Suprise
Arcadia Brewing Company

Jim Swoboda
SimplyEight

Geoffrey Welch
The Shelby Press

Trent Weller
Sam's Club

Western Michigan University

Food/CPG Marketing Program
Profile of Western Michigan University

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.
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

WMU’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 & Interim Associate Dean
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

Dr. Scott Cowley, Assistant Professor
E-Biz, Social Media Marketing

Dr. Jim Eckert, Assistant 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, Executive-in-Residence - Advertising
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, Professor
Marketing Strategy, Marketing Research

Ms. Mary Nielsen, Instructor
Professional Selling, Global Business

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

Dr. Kelley O’Reilly, Associate 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, Executive-in-Residence
Food/CPG Marketing, Sales
Food Marketing Strategy, Professional Selling

Mr. Phil Straniero, Executive-in-Residence
Food/CPG Marketing Program

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

Dr. Hu "Jeffrey" Xie, Assistant Professor
Global Business

Dr. Marcel Zondag, Assistant Professor
Food/CPG Marketing, Integrated Supply Management, 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 sale 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 currently serves on the Board of Directors of Alliance Foods in Coldwater, Michigan and Plumbs, Inc. in Muskegon, 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 Executive-in-Residence, 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. 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, Food/CPG Issues/Strategies and Food/CPG Fact Based Sales at WMU. Bob is also a member of the HCOB Strategic Planning advisory council and SPURS Board for the 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.
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.

“WMU students receive an ideal blend of world-class classroom education, from top notch professors, industry internships and accredited online e-learning. Learning Evolution is proud to be a WMU education partner and platinum scholarship sponsor. The students that graduate from the Food Marketing Program have acquired real-world competency-based skills, knowledge and abilities that helps prepare them for meaningful careers in food and beverage marketing.”

Scott W. Matthews
Managing Partner, CEO
Learning Evolution
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.

“As an alumni of WMU and this program, I’m passionate about helping the next generation of students successfully enter the industry! It’s always a pleasure to share real world experience from Hormel Foods in and outside the classroom.”

Stephanie Postma
Brand Manager
Hormel Foods
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!
MKTG 2900: Introduction to 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.
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.

“WMU’s Food Marketing Program is one of the best in the nation. The students receive a thorough education with many great experiences and are more than ready to join the workforce.”

Jason Schautz
Director of Business Insights
Acosta
MKTG 3910 Retail Merchandising

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.

“Being on Advisory Board is my way of giving back to the great school that built the foundation for my successful career. When looking to hire future leaders, WMU Food Marketing students are a cut above the rest.”

Paul Madura
Endeavor Management
Retired EVP HEB Food & Drug

WESTERN MICHIGAN UNIVERSITY
Haworth College of Business
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. Students are able to record and save a copy of their presentations on video for self review.
As a Board Member for many years, I have enjoyed working with fellow industry executives on furthering our student’s knowledge, experience, and love for the food industry. But what I enjoy most is spending time with the kids in class, on projects, or mentoring. I find nothing more rewarding than seeing a student growing in education and expanding their horizons and WMU is a leader in our industry for future talented leaders.

Marv Imus
President
Imus Solutions
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.
Western Michigan University’s food and consumer package goods marketing program is accredited for its category management coursework from the Category Management Association. This accreditation 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.

**MKTG 4920: Category Management**

Western Michigan University’s food and consumer package goods marketing program is accredited for its category management coursework from the Category Management Association. This accreditation 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.
Students who successfully complete the Category Management course within WMU’s Food/CPG Marketing Program have met 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 including National Ad Agency CEO’s, Vice Presidents of Innovation, Corporate Product Managers, Retailer Vice Presidents and Packaging Vice Presidents.
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.
- Samantha McGrath at Busch’s
- Hunter Born at FabriKal
- Jalen Onorati at Hershey
- Maddy Olsen Lindt Chocolates Sierra Livingston & Megan Schneider at Kellogg’s
- Sterling Bennett at Thomas Reuters
- Abbott Nutrition Interns
- SpartanNash Interns
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.
The industry tour was a really good experience for me. I was still new to the Food and CPG program going on this trip and seeing the other companies and manufactures gave me a really good idea in what I really want to do to pursue this program.

Dorian Nguyen

The industry tour was fun and an educational experience. Thanks to this class, I now have a better idea of what I would like to go into after college. This experience really helps open your eyes to all the different opportunities available to you after college. Highly recommend this trip.

Austin Whitford

Participating Firms - Industry Tour 2017
Week One

Meijer Corporate Headquarters
Kellogg's Manufacturing Plant
Breton Village D&W
J.M. Smucker
Colgate-Palmolive
Abbott Nutrition

Coca-Cola
Jungle Jim's
Kroger Digital Team
Kroger 84.51 Dunnhumby
Kroger Corryville Store
Frito Lay Manufacturing Plant

D&W Breton Village

Kellogg's Manufacturing

Industry Tour

Colgate-Palmolive

Kroger 84.51 Dunnhumby

Kroger Digital Team
Participating Firms - Industry Tour 2017
Week Two

Eataly Italian Marketplace
Acosta Sales & Marketing
H-Mart Asian Markets
Vosges Haut Chocolates
Breakthru Beverages/E&J Gallo
Accenture Consumer Innovation Network
Nielsen Neuro Research Facility
Diageo
VML
Marianos Markets

The Industry Tour was undeniably one of the best experiences in the Food and CPG Program I have had thus far. We were given a once in a lifetime opportunity to visit companies that many of us will be working for in the future. This experience simply could not be mirrored in the classroom.

Jackie Evans

This industry tour experience gives you the opportunity to learn so much information about the food and CPG industry, as well as seeing first-hand the culture of these companies in a very casual manner. It gives you the opportunity to ask as many questions without being in an awkward interview type setting.

Emma Csatari
Global Business in Thailand

“Thailand was the journey of a lifetime. Every day I was happy that I could experience this country. It was through this trip that I learned to better understand different cultures and I learned to work with people from all backgrounds. Huge Thanks to Dr. Duke and Professor Samples for planning our journey and watching over us to ensure the best study abroad that was possible.”

Steve Lobo

“This study abroad trip to Thailand has been the best experience of my life. This trip offered more real world experiences and knowledge than any classroom setting could have. I was able to meet amazing people and make great, long lasting friendships thanks to this program. A huge thank you to Dr. Duke and Professor Samples for putting in all of the work prior to and during the study abroad to make it the most memorable experience for us all.”

Lauren Hillsburg
PLMA Private Label Trade Show

The Private Label Manufacturers Association hosted nine of our students at the 3-day PLMA University Outreach Program held in conjunction with the 2017 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.
"Participating in the NGA Case Competition was an amazing outside-of-the-classroom learning experience. It provided an opportunity to apply our classroom knowledge, as well as build relationships with peers and industry professionals. It is just one example of how the Food Marketing program encourages its students to be well-rounded learners."

Erika Hejl

NGA Convention
Las Vegas, Nevada
February, 2018

WMU’s Food/CPG Marketing program sent a select team of students to compete in the NGA National Case Competition, taking the silver medal this year. The presentation team included Lauren Hillsburg (captain), Jasmine Small, Taryn Knop and Kristin Smith. Thirteen Exclusive Universities were invited, each giving presentations. After three rounds Western Michigan and St. Joseph’s University (Philadelphia) advanced to the finals for a rematch of last year, when the two teams tied. The research and strategy support team for WMU consisted of Jacqueline Evans, Erika Hejl, Lucas Vaccaro, Lucija Matkovic, James Roznowski, Samantha McGrath, John Schneidenbach, Katherine Anderson and Karlee Hancock.

Faculty advisors to the students included Bob Samples, Duke Leingpibul, Frank Gambino and WMU Alumnus Marv Imus.
“The National Grocers Association Conference was an incredible experience to gain knowledge and insight into the industry. I had a great time connecting and learning from industry professionals in retail, wholesaling, and manufacturing. I am also grateful to have had the opportunity to represent the Food Marketing Program in the Student Case Competition.”

Kristin Smith

“I have had the privilege of attending the NGA conference as both a researcher on the WMLJ case team and now this year as a presenter. It is fascinating to see all of the innovation within the grocery industry, and to see where the trends are heading. The case competition for the students is fun as well. I could not be more proud of this year’s case team, and the ideas we presented to Coborn’s retail chain out of Minnesota.”

Lauren Hillsburg

“Not only was preparing for the NGA case competition a great learning experience, but the opportunity to go to Vegas with the best group of students at Western was amazing. I’m extremely grateful for the Food Marketing Program, the professors, and NGA for making this all happen.”

Karlee Hancock
Advantage Solutions Platinum Sponsor Scholarship $2,000 ............. Ashley Weigold
Bayer ISM/FMK Scholarship $3,000 .............................................................. Hunter Born
Bayer ISM/FMK Scholarship $2,000 .......................................................... Lauren Carroll
Craig Sturken Scholarship $1,000 .............................................................. Haakon Skrodal
Daymon Worldwide Platinum Sponsor Scholarship $2,000 .................. Samantha McGrath
Distinguished Order of Zerocrats Scholarship $1,000 ........................ Matthew Cain
Dorothy J. and Clinton J. Christoff Scholarship $3,000 ......................... Lauren Carroll
Dorothy J. and Clinton J. Christoff Scholarship $1,500 .................. Baylee Avery
Dorothy J. and Clinton J. Christoff Scholarship $2,000 ...................... Emily Davis
Dorothy J. and Clinton J. Christoff Scholarship $3,000 ...................... Weston Frye
Dorothy J. and Clinton J. Christoff Scholarship $1,000 .................. Lucija Matkovic
Dorothy J. and Clinton J. Christoff Scholarship $1,000 ................ Cole Pearson
Dorothy J. and Clinton J. Christoff Scholarship $1,000 ................ Emily Stock
E&J Gallo Winery Platinum Sponsor Scholarship $2,000 ................ Spencer Birch
Feldpausch Scholarship $500 .............................................................. Amber Murdock
Food Marketing Program Scholarship $500 ...................................... Spencer Birch
Food Marketing Program Scholarship $500 .................................. Anastasia Metros
Gambino Leadership Scholarship $1,500 ........................................ Maxwell Miller
Grocery Manufacturer Representatives of GR $2,000 ....................... Brandon Bye
Grocery Manufacturer Representatives of GR $4,000 ................ Sarah Carpenter
Grocery Manufacturer Representatives of GR $2,000 ................ Lauren Hillsburg
Grocery Manufacturer Representatives of GR $4,000 .................. Samantha McGrath
Hormel Food Marketing Scholarship $1,000 ................................ Lauren Hillsburg
Hormel Platinum Sponsor Scholarship $2,000 ............................. Cole Pearson
International Foodservice Manufacturers Association $5,000 ........ Lauren Hillsburg
J.M. Smucker Platinum Sponsor Scholarship $2,000 ...................... Keegan Ratcliff
Julie Kravitz Memorial Scholarship $500 ........................................ Kimberly Baker
Scholarship Recipients

Julie Kravitz Memorial Scholarship $500 ................................................. Zachary Bird
Julie Kravitz Memorial Scholarship $500 ............................................. Austin Dedakis
Julie Kravitz Memorial Scholarship $500 ............................................. Clayton Lang
Julie Kravitz Memorial Scholarship $500 ............................................. Ariel Lanqua
Julie Kravitz Memorial Scholarship $500 ............................................. Dorian Nguyen
Julie Kravitz Memorial Scholarship $500 ............................................. Kyle Zack
Kehe Platinum Sponsor Scholarship $2,000 ........................................ Kristin Smith
Kellogg Platinum Sponsor Scholarship $2,000 ......................................... Emma Csatari
Kellogg’s Food Marketing Fellowship $4,000 ..................................... Taryn Knop
Kellogg’s Food Marketing Fellowship $4,000 ..................................... Bradley Kochheiser
Kroger Platinum Sponsor Scholarship $2,000 ....................................... Lucija Matkovic
Learning Evolution Platinum Sponsor Scholarship $2,000 ................. Devon Comps
Meijer Platinum Sponsor Scholarship $2,000 ..................................... Anastasia Metros
Mondelez Platinum Sponsor Scholarship $2,000 ................................ Emily Davis
Neo-Grid Platinum Sponsor Scholarship $2,000 ................................ Devon Comps
Network of Executive Women $2,000 ................................................ Lauren Carroll
Network of Executive Women $2,000 ................................................ Lauren Hillsburg
Patrick M. Quinn Scholarship $750 ..................................................... Cody Priess
Patrick M. Quinn Scholarship $750 ..................................................... Rachal Pugh
Patrick M. Quinn Scholarship $750 ..................................................... Megan Schneider
Paul Felice Scholarship $1,000 ............................................................. Steven Lobo
PepsiCo Food Marketing Fellowship $5,000 ...................................... Jacqueline Evans
PepsiCo Food Marketing Fellowship $5,000 ...................................... Erika Hejl
PepsiCo Platinum Sponsor Scholarship $2,000 .................................... Steven Lobo
Phillip T. Straniero Scholarship $1,500 ............................................... Alyssa Karlek
Richard Neschich Food Marketing Scholarship $1,500 ....................... Abigail Vaerten
Sid Brooks Scholarship $750 .............................................................. Lindsey Carney
Trent Weller Scholarship $500 .......................................................... Austin Whitford
William O. Haynes Scholarship $1,200 ............................................. James Roznowski
2017-2018
Food Marketing Scholarship Recipients

Ann Veeck, WMU with Abigail Vaerten
Art Sebastian, Meijer with Anastasia Metros
Bob Samples, WMU with Ariel Lanqua

Cari Faul, Kellogg Company with Emma Csartari
Frank Gambino, WMU with Ashley Weigold
Hunter Born with Amy Gillin, Bayer
Food & CPG Marketing Students

**Jack Addy**

Jack is a senior this year majoring in Food and Consumer Package Goods Marketing with a minor in general business. He was on the Dean’s list his freshman year and the recipient of Distinguished Order of Zerocrats scholarship his junior year. Jack is a member of the food marketing association and studied abroad in Italy for 3 months. He has interned with Safies Specialty Foods for two summers and expect to graduate this spring. Jack volunteers for American Red Cross and Kalamazoo gospel mission.

**Katherine Anderson**

Katherine is a junior majoring in Food and Consumer Packaged Goods Marketing with minors in business analytics and general business. She is a member of the Food Marketing Association and also a member of the NGA National Case Competition Team. Katherine has been a member of the Lee Honors College since freshman year and has been on the Dean’s List every semester. Outside of the business college, she works in the university’s woodshop where she builds hand-made fine furniture. Katherine will be participating in Kroger’s summer 2018 internship and plans to graduate in spring 2019.

**Darren Atto**

Darren is a junior majoring in Food and Consumer Package Goods Marketing. He is an active member of the Food Marketing Association. Darren has been working in a food/retail environment for 4 years. He plans to graduate in 2019 and is striving for a category management position.

**Payton Atwell**

Payton is a junior studying Food and Consumer Package Goods Marketing with a minor in general business. She has been on the Dean’s list and is a member of the Food Marketing Association. Payton plans to graduate in spring 2019. She is currently looking for an internship.

**Baylee Avery**

Baylee is a senior at studying Food and Consumer Package Goods Marketing. She is to graduate in December of 2018. Baylee is a member if the Food Marketing Association Executive Board and holds the position of Social Media Director. She is also Student Support for the Kellogg Military Sales Team. Previously, Baylee was in the Army Reserves and a part of the Reserve Officer Training Corps. She has volunteered numerous times with the Kalamazoo Gospel Mission and the YMCA of Jackson. Baylee is the recipient of the Dorothy J. and Clinton J. Christoff Scholarship.
Kimberly Baker is a senior in the Food and Consumer Packaging Goods Marketing Program. She is a member of the Food Marketing Association and is expected to graduate in spring of 2018. She completed a sales and marketing internship with Coca-Cola, and spent this year working with KIND as a University Ambassador. Kimberly studied abroad in Thailand and interned with Kroger this past summer. She is the recipient of the Julie Kravitz Memorial Scholarship.

Alex Bavol is currently a junior studying Food and Consumer Package Goods Marketing at WMU. This is his second semester in the Haworth College of Business, and his first semester as a Food/CPG student. He is a new member of the Food Marketing Association and is expected to graduate in the fall of 2019. He is still seeking an internship for the summer of 2018.

Patrick Beauchamp is a junior in the Food and Consumer Packaged Goods Marketing program with a minor in Management and plans on graduating fall 2019. Patrick received Dean's list honors last semester. This spring, he joined the Food Marketing Association and was a part of the 2018 FMA Leadership Retreat. He is still currently seeking an internship for the summer of 2018 and has worked at D & W Fresh Market for 3 years, and is currently at FedEx Ground.

Spencer Birch graduated December 2017 with a degree in Food and Consumer Package Goods Marketing. He was a part of the National Grocers Case Competition team. During the school year, Spencer was a marketing intern on campus with WMU Business Connection and was an active member of the program as well as the Food Marketing Association. In summer of 2015, Spencer studied abroad in Thailand and interned with Tyson. He interned with E & J Gallo Winery last summer. Spencer was the recipient of the E & J Gallo Winery Platinum Sponsor Scholarship and Food Marketing Scholarship.

Zachary Bird is a senior in the Food and Consumer Package Goods Marketing Program with a General Business minor. He is a member of the Food Marketing Association and is expected to graduate in December 2017. Zach has been working at Gordon Food Service. He is the recipient of the Julie Kravitz Memorial Scholarship.
Gabriela Bonomo

Gabriela is a junior and is majoring in Food and Consumer Package Goods Marketing with a minor in General Business. She is currently a member of the Food Marketing Association and is looking for an internship possibility for summer of 2018.

Hunter Born

Hunter is a junior double majoring in the Food and Consumer Package Good 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 past summer Hunter traveled to Germany and studied global business and negotiation. Hunter is the recipient of the Bayer ISM/FMK Scholarship.

Nathan Brennan

Nathan is a senior in the Food and Consumer Package Goods Marketing major with a General Business minor. He is a member of the Food Marketing Association and is expecting to graduate in December of 2018. He is still currently looking for an internship possibly for the summer of 2018. He is currently working for Lowes and was a manger of Father and Son Pizzeria for 4 years.

Drew Brooks

Drew is a senior majoring in Food and Consumer Package Goods Marketing with a minor in economics. Drew has been awarded the Dean's list certificate six semesters. He is a member of the Food Marketing Association and he plans to graduate in the spring of 2018. He is volunteering this fall at Urban Fold Art exploration doing events and promotions. Drew is currently seeking an internship.

Anna Brotebeck

Anna is a junior in the Food and CPG Marketing Program. She will be graduating in April 2019. Anna has been on the Dean's List for multiple semesters and is a member of Alpha Phi Fraternity, Alpha Lambda Delta National Honors Society, the Food Marketing Association, and the Leadership Council for Western Heights Dormitory. She has volunteered for the Salvation Army as a bell ringer and food packager during Thanksgiving time. She also raised money for the Women’s Heart Health Association through her sorority. Anna has completed an internship with Great Lakes Coca-Cola, and will complete her second internship summer of 2018 with PepsiCo.
Brandon Bye

Brandon is a senior 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. 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 2017. Brandon is the recipient of the Grocery Manufacturers Representatives of Grand Rapids Scholarship.

Matthew Cain

Matthew is a senior at with a major in Food and Consumer Package Goods Marketing and a minor in Economics. This year Matthew received the Distinguished Order of Zerocrats Scholarship from the Food Marketing program. In Matthew’s time at Western he has been a member of the Food Marketing Association and Pi Kappa Phi Fraternity. During his time in Pi Kappa Phi he served as Warden and Housing Manager. Last summer Matthew interned at Bay Harbor Yacht Club under their food and beverage department. Matthew will be graduating this summer and is looking for full time employment in a sales position.

Lindsey Carney

Lindsey graduated with a degree in Food and Consumer Package Goods Marketing. She was a member of the Food Marketing Association. She studied abroad in Thailand. She completed two internships at SpartanNash. Lindsey was on the Dean’s list and received the Sid Brooks scholarship.

Sarah Carpenter

Sarah graduated in fall 2017. She was a member of the Food Marketing Association and the American Marketing Association. She was in the Lee Honors College and was on the Dean’s list repeatedly. Sarah was 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 and Integrated Supply Chain Management with minors in Business Analytics and Music. She is active in the Food Marketing Association and other organizations outside the College of Business. Lauren has interned with SC Johnson and Abbott Nutrition. Lauren is the recipient of the Bayer ISM/FMK Scholarship and the Dorothy J. and Clinton J. Christoff Scholarship, as well as the Network of Executive Women scholarship.
Food & CPG Marketing Students

Jessica Chaffin

Jessica is a senior in the Food and Consumer Package Goods Program with a minor in Business Analytics. She expects to graduate in December 2018. Last summer, she completed a Sales Internship with Imperial Beverage and this summer she will be interning with Reckitt Benckiser. Jessica is an active member in the Food Marketing Association.

Devon Comps

Devon is a senior in the Food and Consumer Package Goods Marketing major with a minor in Business Analytics. She is a member of the Food Marketing Association and has been on the Dean’s List every semester at WMU. Devon has interned with Oakland County Government and with Kellogg’s. She will graduate December 2018. Devon is the recipient of the Learning Evolution Platinum Sponsor Scholarship and the NeoGrid Platinum Sponsor Scholarship.

Scott Conlin

Scott is a senior majoring in Food and Consumer Packaged Goods Marketing with a minor in General Business. He is an active member of the Food Marketing Association. This past summer Scott was a Retail Intelligence Agent with Third Channel Retail specializing with the Oakley and Luxottica brands. Scott will be graduating in June of 2018, and is seeking a full time position upon graduation.

Jessica Copp

Jessica is a senior in the Food and Consumer Package Goods Marketing major with a minor in General Business, and will be graduating in the spring. She is an active member of the Food Marketing Association, as well as the professional business fraternity Delta Sigma Pi, where she holds the fundraising chairman position on the executive board. Jessica studied abroad in Germany in summer 2017, where she studied business and negotiation. Upon graduation, Jessica has accepted a full time position with the Kroger Company.

Aubrie Cragg

Aubrie is a senior studying Food and Consumer Package Goods Marketing with a general business minor. She is a member of Delta Sigma Pi and the Food Marketing Association. Aubrie has volunteered numerous times for the Relay for Life, Kalamazoo Soup kitchen, and an annual Fleece and Thank you. Aubrie is currently interning with JoyRun as a Growth Marketing Intern and will be graduating in spring 2018.
Food & CPG Marketing Students

Emma Csatari

Emma is a senior studying Food and Consumer Package Goods Marketing at WMU. She is an active member of the Food Marketing Association, where she holds the role of Social Events Director. Emma is a mentor for the Business Administration of Mentor’s program. She has received the Kellogg Platinum Scholarship. This past summer Emma was a sales and marketing intern with Great Lakes Coca-Cola. Emma is expecting to graduate spring 2018 and has accepted an internship with Hormel Foods.

Alyssa Davis

Alyssa is a senior in the Food and Consumer Package Goods Marketing program with a minor in Business. She plans to graduate summer 2018. Alyssa is a member of the Food Marketing Association. She has completed an internship JoyRun as a Growth Market Intern. She has volunteered with the Big Brother Big Sister program.

Emily Davis

Emily is a junior in the Food and Consumer Package Goods Marketing program with a minor in Economics and expects to graduate in the winter of 2018. She is a member of the Food Marketing Association and runs for the WMU Track and Field team. She has been awarded the Mondelez Platinum Sponsor Scholarship and the Dorothy J. and Clinton J. Christoff Scholarship. This past summer, she interned at Bayer and is currently looking for an internship for summer 2018.

Kamari Davis

Kamari is a junior studying Food and Consumer Package Goods Marketing with a minor in accounting. He is in the Lee Honors College, a member of the Food Marketing Association and will graduate in spring 2019. He has volunteered in helping the elderly at their residences with miscellaneous tasks and the Special Olympics as a coordinator.

Austin Dedakis

Austin graduated in December of 2017 with a Food and Consumer Package Goods Marketing Major and a minor in Management. Austin was on the Dean’s List and was an active member of the Food Marketing Association. Austin received the Julie Kravitz memorial Scholarship.
Food & CPG Marketing Students

**Charlie Delaney**
Charlie is a junior pursuing a Bachelor's Degree in Food and Consumer Package Goods Marketing with minors in Business Analytics and Computer Information Systems. She has completed an internship with Kosch Dining Solutions as a Marketing and Media intern this past summer. She is a member of Alpha Xi Delta sorority and has held the roles of Financial Vice President and Director of Administration. Charlie is also a member of WMU’s Food Marketing Association, Alpha Lambda Delta and Order of Omega Honors Societies as well as the Lee Honors College. Aside from academics, Charlie spends time volunteering with Autism Speaks and Habitat for Humanity.

**Elizabeth Desmarais**
Elizabeth is a junior and double major in Food and Consumer Packaged Goods Marketing as well Human Resource Management with a minor in general business. Elizabeth will graduate in spring 2019. Elizabeth is a member of the Food Marketing Association along with the Society of Excellence in Human Resources. She participated in the Business Externship Program in 2016. Elizabeth has accepted an internship with the Kroger Company for the summer 2018.

**Jacqueline Evans**
Jacqueline Evans

**Weston Frye**
Weston graduated in fall 2017 with a double-major in Food and Consumer Package Goods Marketing and Integrated Supply Chain Management. He was on the Dean’s List every semester at Western. Weston studied abroad in Thailand and interned as a Category Analyst at Constellation Brands. Weston received the Dorthy J. and Clinton J. Christoff Scholarship. Upon graduation, Weston accepted a position at Constellation Brands.

**Jake DeJulio**
Jake DeJulio

Jake is a junior majoring in Food and Consumer Packaged Goods Marketing with a minor in general business. He expects to graduate in spring 2019. Jake has been on the Dean’s list each semester, in addition to participating on the Western Michigan University Men's Soccer team. Last fall, he was named to the Mid-American Conference All-Academic Team. Additionally, in 2016, Jake served on the Student-Athlete Advisory Committee for Western Michigan University Athletics. Last summer he interned with E. & J. Gallo Winery in the Management Development Program in Chicago, Illinois. Jake is an active member of the Food Marketing Association, and volunteers with the WMU Men’s Soccer team around the community, visiting elementary schools talking about the importance of education and staying physically active.
Thomas Gaffney

Thomas is a junior in the Food and Consumer Packaging Goods Marketing program. Thomas is new this semester to the Haworth College of Business and to the FMA program. He plans to graduate in the spring of 2019. He is currently looking for an internship for the summer of 2018.

Joshua Gardner

Joshua graduated in December 2017 with a degree in Food and Consumer Package Goods Marketing. His studies have given him an interest in category management and retail marketing. He was on the Dean’s List every semester he has been enrolled at Western Michigan University and was a member of the Food Marketing Association and the Tau Sigma National Honors Society. He prioritized his studies but also showed an interest in his community by volunteering with organizations like Michigan Blood and the Grand Rapids Symphony Chorus. Joshua was the recipient of the Richard Neschich Food Marketing Scholarship.

Morgan Graeber

Morgan is a first year student declared in Food and Consumer Package Goods Marketing, along with looking to get a double major with management. Within her first year she has been active in the Food Marketing Association and Alpha Chi Omega Sorority. Before she graduates in spring of 2021, she looks to expand her business experience and become more involved in diversity and inclusion.

Karlee Hancock

Karlee is a senior majoring in Food and Consumer Package Goods Marketing with a minor in Business Analytics and will be graduating spring 2018. She has accepted full-time job with Hormel in Los Angeles. Karlee has been an Executive Member of the Food Marketing Association, the Vice President of the American Marketing Association, the President of Alpha of Michigan Honor Society Alumni Association and a member of Tau Sigma Transfer Student Honors Society. Karlee has been on the Dean’s List every semester. She has received the Network of Executive Women scholarship and membership and a Food Marketing Department scholarship. Karlee has interned at SpartanNash in National Accounts and merchandises Nabisco products as a Sales Service Representative for Mondelez International.

Amber Hardy

Amber is a senior in Food and Consumer Package Goods Marketing with a minor in General Business. She has an expected graduation date of December 2018. She has been on the Dean’s List for the past three semesters and is a member of the Food Marketing Association, as well as Circle K International, TRiO, and the WMU Outdoors Club.
Rachel Haynes
Rachel Haynes is a senior majoring in Food and Consumer Packaged Goods with a minor in General Business. Rachel is a member of the Food Marketing Association. Rachel's expected graduation date is spring 2018 and she is looking for an internship. Rachel is the recipient of the Distinguished Order of Zerocrats Scholarship.

Erika Hejl
Erika is a junior with a major in Food and Consumer Package Good Marketing and a minor in Business Analytics. She plans to graduate in spring 2019. She is a Dean’s List student who has remained active in the Lee Honors College, Alpha Lambda Delta Honors Society, Business Association of Mentors and the Food marketing Association. Erika completed an internship with the Kroger Company and volunteers often with the Kalamazoo Gospel Mission and the Business Externship Program as a Peer Mentor.

Lauren Hillsburg
Lauren is a senior majoring in Food and Consumer Package Goods Marketing and she plans to graduate in spring 2018. Lauren has been on the Deans List and has received several scholarships, including Hormel Foods, Valenti, Network of Executive Women, International Food Service Association and the NGA-GMR Scholarship. She is the President of the Food Marketing Association and a member of Drive Safe Kalamazoo. Lauren has had internships with Landscape Forms and Hormel Foods.

Natalie Hood
Natalie is a sophomore in the Food and Consumer Package Goods Marketing Program and minor in General Business. She is a member of Alpha Lamda Delta Honor’s Society and a new member of the Food Marketing Association. She is expected to graduate in the spring of 2020. Natalie is currently looking for an internship for the summer of 2018.

Jack Isaacson
Jack is a junior majoring in Food and Consumer Package Goods Marketing with a minor in accounting. He is anticipating graduating in spring 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.
Alyssa Karlek
Alyssa is a senior in Food and Consumer Package Goods Marketing, with an expected graduation date of December 2018. She enjoys being an active member of the Food Marketing Association and volunteering in her free time. She is currently employed on the collegiate marketing team at Red Bull. She has been on the Dean’s List every semester at WMU and is the recipient of the Phil Straniero Scholarship and the Michigan Competitive Scholarship.

Michael Kesteloot
Michael is a Senior in the Food and Consumer Packaged Goods Marketing 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 the Spring of 2018. He has completed an internship with Sysco Food Service of Detroit this past summer and is looking for a full-time position upon graduation.

Keelyn Knop
Keelyn is a freshman in the Food and Consumer Packaged Goods Marketing Program and plans on graduating in the spring of 2022. She is a member of the Food Marketing Association. Keelyn is excited to locate internships and pursue her education at Western.

Taryn Knop
Taryn is a senior studying Food and Consumer Packaged Goods Marketing with a minor in data analytics. She has been awarded the Kroger Scholarship as well as the Kellogg Food Marketing Fellowship Scholarship and has been on the Dean’s list multiple times. Taryn is a member of the Food Marketing Association and is the creative director for the organization. She completed a management internship with Kroger and volunteers often with the Kalamazoo Gospel Mission, Fleece and Thank You, along with bake sales and career fair. Taryn will be graduating in spring 2018 and is looking for a full-time position.

Bradley Kochheiser
Brad is a senior set to graduate in the spring of 2018. He has recently completed internships with Heeren Brothers Produce and the J.M. Smucker Company. In addition to being a member of the Food Marketing Association, he is also a member of Pi Kappa Phi and the Student Leadership Advisory Board.
Charlotte Koeppen

Charlotte is a junior in the Food and Consumer Package Goods Marketing Program with a minor in General Business. She plans to graduate in the spring of 2019. Charlotte is a member of the Food Marketing Association. She was a member of the Bronco Marching Band for two years. Charlotte is currently a Hiring Manager at the Bronco Connection Center located in Heritage Hall. She is seeking an internship for summer of 2018.

Lacy Kolarik

Lacy is a senior at studying Food and Consumer Package Goods Marketing with interest in data analytics. Lacy plans on graduating in summer 2018 after studying abroad or touring to different companies in the industry. She is a member of the Food Marketing Association and gains experience from part time jobs. Lacy is seeking an internship or full-time position.

Zachary Lafave

Zachary is a junior majoring in Food and Consumer Package Goods Marketing. He is a member of Pi Kappa Phi and the Food Marketing Association. Zachary volunteers with the Relay for Life. He plans to graduate in December 2019.

Clayton Lang

Clayton 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 and is involved in the Lambda Chi Alpha Fraternity. He has held several positions within his fraternity including Risk Manager as well as Council as the Director of Scholarship. Clayton interned with Kroger and plans to graduate spring 2018. Clayton is the recipient of the Julie Kravitz Memorial Scholarship.

Ariel Lanqua

Ariel graduated in December 2017 with a degree in Food and Consumer Package Goods Marketing Program. She worked as a Detailer for Frito Lay for three years in the West Michigan region. She interned with PepsiCo as a Frito Lay Sales Intern. Ariel was a member of the Food Marketing Association and TRIO SSP. She received the Julie Kravitz Memorial Scholarship.
Karissa LaRue
Karissa is a junior majoring in Food and Consumer Package Goods Marketing. She has received the James and Martha Donoghue Scholarship through the Haworth College of Business and has been recognized on the Dean's List. Karissa is a member of Alpha Lambda Delta Honors Fraternity and the Food Marketing Association. She has volunteered with Girls on the Run for four consecutive years as a coach. She has worked at Imperial Beverage as a merchandiser for over a year and am looking to further pursue a career in the beverage industry. Karissa expects to graduate in spring 2019.

Elaina Lee
Elaina is a junior studying Food and Consumer Package Goods Marketing. She is a member of the WMU- Food Marketing Association. Elaina has spent time volunteering to serve food to those in need at Kalamazoo Gospel Mission. She is completing a year-long co-op internship with Kellogg's in Category Management. Elaina is the recipient of the NRSO scholarship and she will graduate in April 2019.

Nick Light
Nick is a junior in the Food and Consumer Package Goods Marketing program at Western Michigan University with a General Business minor. He is an active member in the Food Marketing Association and expects to graduate in spring 2019. Nick currently works at Celebration Cinema where he has received three promotions and currently training for a fourth. He is currently looking for an internship opportunity for the summer of 2018.

Sierra Livingston
Sierra is a senior at majoring in Food and Consumer Package Goods Marketing with a minor in General Business. She plans to graduate spring 2018. She has been a member of the dean's list and a member of the Food Marketing Association. Summer 2017, Sierra interned at Kellogg's World Headquarters in Battle Creek, MI on the Retail Breakfast Strategy Team where she worked to communicate information pertaining to retail sales to the corresponding representatives throughout the country. Sierra has gone on two mission trips to Haiti to volunteer to improve the lives of the less fortunate. This year she received a Food Marketing Scholarship and an International Foodservice Manufacturers Association Scholarship.

Shelby Lixie
Shelby is a junior studying Food and Consumer Package Goods Marketing with a minor in Communication Studies. She will graduate in the spring 2019. She has been on the Dean's List since she began her career at Western Michigan University and last semester, she received the Business Achievement Award from the Haworth College of Business. She is also an active member of the Food Marketing Association and has completed a Retail Sales Internship with Mondelēz International.
Food & CPG Marketing Students

Steven Lobo
Steven is a junior studying Food and Consumer Package Goods Marketing. He is a member of the Phi Chi Theta Fraternity and an active member of the Food Marketing Association. Steven is the recipient of the Paul Felice Scholarship and the PepsiCo Platinum Sponsor Scholarship.

Jessica Mallwitz
Jessica is a senior studying Food and Consumer Package Goods Marketing with two minors in Business and Economics. She is in the American Marketing Association and the Food Marketing Association. Jessica has volunteered at the gospel mission. She currently works full time and goes to school full time. She plans to graduate in December 2018. She has interned at Walt Disney World and plans to intern at St Julian Winery over the summer.

Austin Malotke
Austin is a junior 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 and has been a brand Ambassador for the clothing company Kennedy. He plans to graduate in spring 2019. Austin is the recipient of the Julie Kravitz Memorial Scholarship.

Maris Marazita
Maris is a senior majoring in Food and Consumer Package Goods Marketing with a minor in General Business. He is the Treasurer of the Ultimate Frisbee team at WMU as well as being involved in the Food Marketing Association. He has interned at Smart Growth Group working on the marketing team. This past summer, he interned with Kroger. Maris will graduate in spring of 2018. Maris is the recipient of the Distinguished Order of Zerocrats Scholarship.

Kyle Martyniuk
Kyle is a sophomore in the Food and Consumer Package Goods Marketing program anticipating graduation in spring 2020. This is his first semester with the program and has since continued to excel in leadership roles and expand his horizons. During the school year, Kyle is engaged in Campus Activities Board, Pi Kappa Phi Fraternity and the Office of Student Transitions. He is actively seeking a summer 2018 internship where he can exhibit his decision-making and analytic skills.
Food & CPG Marketing Students

Lucija Matkovic

Lucija is a junior studying Food and Consumer Package Goods Marketing with a General Business minor. She has been involved in many organizations since attending college, holding a position as Campus Activities Board event coordinator. She is the President of Alpha Chi Omega Women’s Fraternity and is also a student ambassador. She anticipates on graduating in the spring of 2019. Lucija is the recipient of the Dorothy J. and Clinton J. Christoff Scholarship and the Kroger Platinum Sponsor Scholarship.

Justin Mattox

Justin is a senior majoring in Food and Consumer Package Goods Marketing and minoring in general business. He plans on graduating in the fall 2018. He is a member of the Food Marketing Association. Justin is currently in the process of seeking an internship. He has done service learning through the YMCA most recently and over the last couple of years has volunteered at several community races around the area.

Gavin McArthur

Gavin is a junior in the Food and Consumer Packaged Goods Marketing program and is minoring in Management. He has been a part of several organizations on campus including the Sales and Business Marketing Association in 2016 and both the Food Marketing Association and the Management Student Organization this year. This past summer Gavin interned with MaxExposure Social Media Marketing, a social media marketing based out of Connecticut. He will be graduating in the spring of 2019.

Sam McGrath

Samantha is a sophomore in Food and Consumer Package Goods Marketing with a minor in Management. Her anticipated graduation date is spring 2020. Sam is currently President of the Student Leadership Advisory Board and a member of Alpha Lambda Delta National Honor Society and the Food Marketing Association, as well as several other boards and organizations on campus. She is a member of the NGA National Case Competition Team. Sam is a WMU Student Ambassador and works for the Food Marketing Program office. Samantha is the recipient of the Daymon Worldwide Platinum Sponsor Scholarship and the Grocery Manufacturers Representative of Grand Rapids Scholarship.

Jared Mein

Jared is a junior, majoring in Food and Consumer Packaged Goods Marketing. He plans to graduation in fall 2019. Jared is looking for an internship for summer 2018. He completed a six-month volunteered internship with the American Red Cross at Kalamazoo Valley Community College, working with their Home Fire Preparedness Campaign (HFPC).
Anastasia Metros
Anastasia is a senior studying Food and Consumer Package Goods with a minor in business analytics and economics. Her anticipated graduation date is December 2018. During the summer of 2016 she studied negotiation abroad in Germany. Anastasia has been involved in the Food Marketing Association as 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. During the summer of 2017 she completed an internship with Meijer Retail Merchandising. She is the recipient of the Meijer Platinum Sponsor Scholarship and the Food Marketing Program Scholarship.

Maxwell Miller
Max majored in Food and Consumer Package Goods Marketing and graduated in December 2017. Max was a member of the Phi Kappa Phi fraternity and the Food Marketing Association. He was the recipient of the Gambino Leadership scholarship.

Kathryn Moore
Kate is a senior majoring in Food and Consumer Package Goods Marketing. She has been on the Dean's list, and is a member of the Food Marketing Association, Alpha Lambda Delta Honors Fraternity, and Campus Activities Board. She participated in the German Business and Culture Study Abroad program and completed a sales internship with Aunt Millie’s Bakeries. She will be graduating in April of 2018.

Anthony Mendez-Morales
Anthony is a freshman in the Food and Consumer Package Goods Marketing Program and plans to graduate in spring of 2021. For the last two summers, Anthony has had different internships with Hormel Foods. Anthony has worked on the food service side as well as Hormel's "meat products" side of marketing. During the year, Anthony is an active member of the Food Marketing Association organization as well as an associate member of the Pi Kappa Phi fraternity. He will be interning with Kellogg's in sales this summer in Denver, Colorado.

Jake Morgan
Jake is a junior in the Food and Consumer Package Goods Marketing Program at Western Michigan University with a General Business minor. This is his second semester in the Food Marketing Association and he is expecting to graduate in the fall of 2019. Jake is still currently looking for an internship possibility for the summer of 2018. Jake's future dream job would be to work for CPG Company in Chicago.
Food & CPG Marketing Students

Amber Murdock

Amber is a senior 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. Amber received the Feldpauch Scholarship in the fall.

Mary Murphy

Mary is a junior majoring in Food & Consumer Packaged Goods Marketing, graduating in Spring 2019. She is a Student-Athlete, a member of the Varsity Volleyball Team. Mary is also a 2 year captain of the team, and has earned a starting position since her freshman season. She has received Academic All-MAC Awards in 2016, and has been on the Dean’s List for three consecutive semesters while at Western. Mary has volunteered for several organizations including Ministry with Community and the Starvation Army. Mary is also a member of the Student-Athlete Advisory Committee.

Jacob Myziuk

Jacob Myziuk is a junior studying Food and Consumer Package Goods Marketing with a minor in business analytics. His anticipated graduation date is April 2019. Jacob has been involved in the Food Marketing Association as a member. He is also a part of the professional business fraternity Delta Sigma Pi, where he has served as VP of Scholarships and Awards and currently serves as the Senior-VP. During the summer of 2017, he completed an internship with Acument Global Technologies as a Sales and Marketing Intern. He is currently a Category Management Intern with the Kellogg Company.

Dorian Nguyen

Dorian is a senior 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.

Timothy Noordijk

Tim is a junior studying Food and Consumer Packaged Goods Marketing with a minor in Economics. He is an active member in the Food Marketing Association and a former member of the American Marketing Association. He has volunteered at emergency food pantries and for drive safe Kalamazoo. Tim will be participating in the Kroger Management Internship in Novi this coming summer.
Food & CPG Marketing Students

**Kaelah O’Brien**

Kaelah is currently a junior majoring in Food and Consumer Package Goods Marketing with a minor in General Business. She is a member of the Food Marketing Association and is expected to graduate spring 2019. For the past two years she has been working as a leasing assistant at the Campus Court at Knollwood apartment complex. Kaelah has a retail internship with Target this summer.

**Alexandra O’Connell**

Alexandra is currently a junior majoring in Food and Consumer Package Goods Marketing. She has joined the Food Marketing Association and she is looking for an internship for the summer of 2018.

**Alexander Olds**

Alexander is a senior with an expected graduation date of December 2018. During his time at Western, he has been an active member of the Food Marketing Association. He is currently a Growth Marketing Intern with JoyRun on the Western Michigan University team. Alexander is looking for a summer internship to help him gain experience that he will need in the field.

**Matthew Paul**

Matt is a junior a Western Michigan University expected to graduate next spring. His major is Food and Consumer Package Goods Marketing. He is a member of Food Marketing Association and has an upcoming summer internship with Kroger.

**Nathan Peabody**

Nathan is a junior at Western Michigan University majoring in Food and Consumer Packaged Goods Marketing and is planning to graduate in December of 2018. He volunteers on a weekly basis at the Barry County Animal Shelter where he works hard to try to make a difference in his community. Nathan is a member of the Food Marketing Association. He has over 6 years of experience working the Consumer Packaged Goods industry.
Cole Pearson

Cole is a senior majoring in Food and Consumer Package Good Marketing with a General Business minor. He is an active member of the Food Marketing Association. Cole will be graduating in spring of 2018. Cole is the recipient of the Dorothy J. and Clinton J. Christoff Scholarship and the Hormel Platinum Sponsor Scholarship.

Lauren Pratt

Lauren graduated with a degree in Food and Consumer Package Goods Marketing. While at WMU, Lauren was on the Dean’s List multiple times and studied abroad in Germany. She was a member of the Food Marketing Association and completed an internship with Abbott Nutrition.

Cody Priess

Cody is a senior 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 Honors 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. Cody is the recipient of the Patrick M. Quinn Scholarship.

Rachal Pugh

Rachel is a senior 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. Rachel is an active member of the Food Marketing Association, Sigma Kappa Sorority, and WMU LoveYour Melon crew where she has held many leadership positions. Rachel is actively pursuing an internship within the food marketing and retailing industry. Rachel is the recipient of the Patrick M. Quinn Scholarship.

Keegan Ratcliff

Keegan graduated in December 2017 with a degree in Food and Consumer Packaged Goods Marketing. Keegan was an active member of the Food Marketing Association and was a member of the 1st Place NGA Case Competition team in Las Vegas in 2017. He studied in Thailand, worked for Tubelite Inc., as a Marketing Intern and worked as a Category Intern with JM Smucker. Keegan has accepted a role with Smucker’s on their Walmart team. During his last semester at Western he received the J.M. Smucker Platinum Scholarship.
Food & CPG Marketing Students

Margaret Reid
Margaret is a senior studying Food and Consumer Packaged Goods Marketing with a minor in Business Analytics. She is a member of the Food Marketing Association where she participates as a committee member. She is also a mentor in the Business Association of Mentors at WMU. Margaret will graduate in December 2018. She is seeking an internship and is excited for the opportunity to participate in one and gain more experience and knowledge about the industry.

Rachel Rickli
Rachel is a junior majoring in Food and Consumer Package Goods Marketing. She has been on the Dean’s List and has also been awarded the Haworth College of Business Merit Scholarship. Rachel is a member of the Food Marketing Association and Alpha Lambda Delta- National Honors Society. She plans to graduate April 2019. Rachel is currently seeking an internship for summer 2018.

Christopher Rodrigues
Christopher is a senior majoring in Food and Consumer Package Goods Marketing with minors in Business Analytics and General Business. He is an active member of the Food Marketing Association who expects to graduate by August of 2018. Christopher received Dean’s List honors for the fall semester of 2017. He is currently looking for an analytical oriented internship that would provide a chance for full-time employment. Christopher had an internship with Modern Management Detroit where he was promoted to Executive Trainer during the summer of 2017.

James Roznowski
Jimmy is a senior double majoring in Food and Consumer Package Goods Marketing and Integrated Supply Management. While at WMU, Jimmy participated in the Business Externship Program and has been on the Dean’s list. He is a member of the Business Connection Blue and the Food Marketing Association. Jimmy completed internships with the Kroger Company and Hormel. Jimmy will graduate in spring 2018. He is the recipient of the William O. Haynes Scholarship.

John Schneidenbach
John is a junior majoring in Food and Consumer Package Goods Marketing and Economic Geography. He is an active member of the Food Marketing Association, and works part-time at a local grocery store. Throughout his time at WMU, John has been on the Dean’s List, and is the recipient of the Distinguished Order of Zerocrats Scholarship, the Charlie and Becky Bray Scholarship awarded by the National Grocers Association, and the Mary Upjohn Meader Scholarship. John expects to graduate in spring, 2019.
Payton Schieman

Payton is a sophomore here majoring in Food and Consumer Packaged Goods Marketing. Last summer he worked for Gerry’s, a beer distribution company. Payton is a member of Food Marketing Association. He is looking forward to all the opportunities ahead.

Haakon Skrodal

Haakon majored in Food and Consumer Package Goods Marketing with a minor in Business Analytics and General Business. He was on the Dean’s List and was a member of Alpha Tau Omega Fraternity and the Food Marketing Association. Haakon interned with Constellation Brands. He graduated in December 2017.

Jasmine Small

Jasmine is a senior majoring in Food and Consumer Package Goods Marketing. She is a Dean’s List student who has remained an active member of the Food Marketing Association. She has also been awarded the Phi Theta Kappa Alumni Scholarship and has continued her membership with the Alpha of Michigan Honors Alumni Association. Jasmine is currently interning with Kellogg’s in their Category Management Department and will graduate December 2018.

Kristin Smith

Kristin is a senior in the Food and Consumer Package Goods Marketing program with a minor in Economics, graduating in the spring 2018. She is a member of the Food Marketing Association and the Director of Membership for the Business Association of Mentors. Kristin is the recipient of the Distinguished Order of Zerocrats Scholarship and the Kehe Platinum Sponsor Scholarship. She completed an internship with Meijer this past summer and upon graduation, she will be moving to Minneapolis to begin her career with Target.

Emily Stock

Emily is a Senior at Western Michigan University studying Food and Consumer Packaging Goods Marketing, with an expected graduation date of December 2018. She has been on the Dean’s list, is a member of the Food Marketing Association and is a Residents Assistant on campus. Emily is also the Chief Officer of Out Reach and Service for the National Residence House Honorary, where she focuses on recruitment and service projects for the organization. She has completed an Internship with Jewel Osco and is interning with Hormel Foods this coming summer. Emily has also received the Dorothy J. and Clinton J. Christoff Scholarship.
Food & CPG Marketing Students

Joseph Thompson
Joseph 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 spring of 2019. He is still currently looking for an internship possibility for summer of 2018 and has worked at multiple retailers such as Family Fare, and Sam’s Club.

Lucas R. Vaccaro
Lucas is a junior with a Food and Consumer Package Goods Marketing major with a Business Analytic minor. He will graduate in the spring of 2019. Lucas has been a Dean’s list recipient and is an active member in the Food Marketing Association. Lucas studied abroad in Italy for a full semester and is looking to study abroad again this summer. Lucas is a 4th generation Bronco.

Abigail Vaerten
Abigail is a senior studying Food and Consumer Package Goods Marketing with a minor in Psychology. She is graduating spring 2018. She has been on the Dean’s List her entire time while at WMU and received the Richard Neschich Food Marketing Scholarship. She is a part of Alpha Omicron Pi where she has held the positions of Chapter President and Vice President of Academic Development. She is also a part of Order of Omega serving as Vice President of Philanthropy and A Moment of Magic where she completed 40+ service hours with throughout the Fall semester. This past summer she completed an internship with Lindt and Sprungli as the Shopper Card Analytics Intern.

Ashley Weigold
Ashley is a senior majoring in Food and Consumer Packaged Goods Marketing with a minor in Business Analytics. She will be graduating this spring. Ashley has earned Dean’s list honors each semester. She is a member of the Bronco Marching Band where she is currently holds a leadership position. Ashley is a mentor in Business Association of Mentors, and an active member in the Food Marketing Association and Phi Theta Kappa Alpha of Michigan Chapter. She has volunteered with Community in Schools at a local elementary school in Kalamazoo. Last summer, Ashley interned with Meijer as a merchandising intern on the Pharmacy team. She received the Advantage Solution Scholarship.

Kayla Wells
Kayla is a recent graduated with a degree in Food and Consumer Package Goods Marketing as well as Business Management. She was on the Dean’s List during her time at Western Michigan. She was an active member of the Food Marketing Association as well as the Public Relations Organization. She interned with Kroger and received the Jules Englander Scholarship.
Austin Whitford

Austin is currently a senior is a 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 the recipient of the Trent Weller Scholarship.

Hannah Workman

Hannah is a senior majoring in Food and Consumer Package Goods Marketing with minors in International Business and Business Analytics. Hannah spent six months studying International Marketing Management in Utrecht, The Netherlands and will study abroad this spring in Thailand. She has had three internships as a purchasing intern, marketing intern, and market research intern and will graduate in December 2018. Hannah is seeking a full-time position in a field related marketing analytics/research upon graduation.

Kyle Zack

Kyle is a senior graduating in the spring of 2018 with a degree in Sales and Business Marketing and a minor in Management. He is a member of the Sales and Business Marketing Association and spends time in the summer volunteering at St. James Catholic Church and helping in the community. Kyle has a specific interest in food marketing and he is the recipient of the Julie Kravitz memorial Scholarship.
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.
WMU Student Life
"There's A Future In Food!"  
- William O. Haynes  
WMU Founding Food Marketing Professor
Foodies Get Physical!
In 2017, Western Michigan University’s midfielder Brandon Bye became the most decorated player in Bronco men’s soccer history, being named Division I Men’s Soccer Scholar Player of the Year by the United Soccer Coaches, USC First Team All-American and Hermann Trophy Semifinalist.

Brandon was both an All-American and Academic All-American this year after leading WMU to the program’s best season in school history. Academically, he maintains a 3.74 grade-point average, double majoring in food and consumer packaging goods marketing and supply chain management.

Major League Soccer Team, The New England Revolution selected Brandon Bye with the 8th overall pick in the 2018 SuperDraft.

Go Broncos!
Congratulations to our
Food Marketing Graduates
EMERGING LEADERS DEVELOPMENT PROGRAM

Leadership in food and consumer products marketing since 1959

SESSION DATES June 11-14, 2018
We limit the program to 25 individuals to ensure each emerging leader, executive or high potential manager receives the attention and support needed. Registration will close ten days prior to start date.

TUITION & FEES
$4,995 per person, includes lodging at the downtown Radisson hotel, training and materials, breakfast, lunch and two evening events.

ABOUT THE PROGRAM
Western Michigan University’s Emerging Leaders Development 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, build emotional intelligence skills, make responsible decisions as well as manage social networks.

TENTATIVE DAILY SCHEDULE

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 – 8:00 AM</td>
<td>Breakfast (8 a.m. start)</td>
<td>Breakfast</td>
<td>Breakfast</td>
<td>Breakfast</td>
</tr>
<tr>
<td>8:00 – 8:30 AM</td>
<td>Introductions/Overview</td>
<td>Review and Planning</td>
<td>Review and Planning</td>
<td>Review and Planning</td>
</tr>
<tr>
<td>8:30 – 11:30 AM</td>
<td>Leadership Skills</td>
<td>Leadership Sessions</td>
<td>Strategic Marketing Planning</td>
<td>Bloomberg Analysis</td>
</tr>
<tr>
<td>Noon – 1:00 PM</td>
<td>Lunch</td>
<td>Lunch</td>
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<td>Lunch</td>
</tr>
<tr>
<td>1:00 – 4:30 PM</td>
<td>EQ Skills &amp; Lumina Spark</td>
<td>Sustainability in Action</td>
<td>Social Media Governance</td>
<td>Case Presentations/Summary &amp; Close</td>
</tr>
</tbody>
</table>
| 5:00 PM – ?   | Cocktail Hour
Dinner Speaker
The Disney Way | Dinner Speaker
The New Economy | Dinner on your own
Case Project Work | Graduation Reception |

http://wmich.edu/foodmarketing/emergingleaders
Thank You, Conference Program Advertisers

The WMU Food & CPG Marketing Program would like to extend a special thank you to the following organizations for their advertising support.

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Dawn Foods
Daymon Worldwide
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Fresh Thyme
Georgia Pacific
Hershey Company
Hormel Foods
HT Hackney
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Impact Group
Imperial Beverage
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Sargento
Shipt
SignArt/Evolocity
SpartanNash
SpartanNash Graphic Services
Starbucks
Sysco
The Gluten Free Bar Company
The JM Smucker Company
Unilever
Valassis
VML
Thank you for the support of our family of brands.
COMMITTED TO MICHIGAN’S DIVERSITY

Kroger is proud to be a neighbor in Michigan’s many diverse communities. We offer products in our stores that meet customers’ unique needs. And our support of hunger relief and health and education programs is part of our promise to help our communities prosper.

©2017 The Kroger Co.
Committed
to making our communities stronger.

At Kroger, service isn’t something that stops at our front door. Our commitment to our customers stretches out to the Michigan communities in which we live and serve.

Over 19,000 dedicated associates proudly support events for charitable groups, health organizations, educational initiatives and more. It’s the Kroger Promise—to help our communities grow and prosper.
PARTNERING FOR GROWTH WHILE DELIGHTING SHOPPERS.

Striving to be your most valued partner. Driving sustainable growth and shopper satisfaction. That’s our commitment to you: To build your business with the brands, tools, and brainpower of PepsiCo.
The entrepreneurial spirit that grew Meijer into the first supercenter is present in all of us, and challenges us to raise the standard.

A career at Meijer means staying ahead of the trends, moving quickly and being part of something we think is pretty amazing.

Explore opportunities in merchandising, marketing, manufacturing, operations, supply chain, logistics and product development at jobs.meijer.com.
Join the Team!

Good people, working with good people for our common good.

If you’re enthusiastic about good living, good food and good service, we’d love to talk. There’s never been a more exciting time to join the KeHE team.

Our goal is to be the trusted partner in the U.S. and we’re always looking for top talent to help reach our goals. KeHE is a faith-friendly working environment with a people-first culture.

KeHE is more than a company. We’re a force for good.

KeHE people put their hearts where their hands are. And we serve.

KeHE attracts highly effective individuals with a passion for helping our business partners succeed. We operate in that critically important space between manufacturers and retailers, and our people are focused on both groups achieving their goals. Whether we’re involved in demand planning, inbound freight consolidation, delivery route optimization, retailer category reviews, or speed-to-shelf for new items, the KeHE team has the best and brightest personnel supporting your objectives.
Building Confidence
Delighting Learners

We help prepare you for a successful career in CPG and Retail.

Congratulations students!

You’re on the go, tech savvy young professionals! The traditional ways of working and learning don’t fit your needs. At Learning Evolution we can help you as you grow in your career and provide you the tools to Skill UP™.

Our courses are customizable, mobile ready and meet global dynamics.

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Shopper Marketing
Beverage Sales Process
Ecommerce Fundamentals

Inquiries @ 619.342.7217 or skillup@learningevolution.com | www.learningevolution.com
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