Food Marketing Conference, 2018 - Food and CPG Marketing Programs

Haworth College of Business

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MISSION STATEMENT

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

About

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

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

The college is housed in Schneider Hall on WMU’s main campus in Kalamazoo. The facility, named for founding dean Dr. Arnold Schneider, is adjacent to the Fetzer Center, forming a unique and outstanding business education complex.
Western Michigan University’s Food & CPG Marketing Major

About
Western Michigan University is one of the premier universities in the United States offering a four-year, fully accredited business degree in food and consumer package goods marketing. The WMU major is one of only four universities with accreditation in Category Management, which allows students to pursue personal certification in this field. The food and consumer package goods marketing major also provides career opportunities within retail, consumer package goods, data analytics and supply-chain management.

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

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

Western 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
Marking, 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

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-I 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!

“Jewel-Osco continues to hire many graduates from the WMU Food and Consumer Goods Marketing Program, and we’re proud of it. The curriculum is intense and therefore allows for a strong foundation that breeds success in the world of retail. As a graduate of WMU there is no question the program has been an asset to my career advancement at Jewel-Osco, and I am honored to provide direction as a board member.”

Doug Cygan
President
Jewel-Osco
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.
MKTG 3710: Marketing Research

Students enrolled in Marketing Research are introduced to tools to translate the needs of the consumer to marketing management. The course enables students to design and conduct marketing research analyses using state-of-the-art methods. In the course of the semester, students participate in a real world project that involves identifying and defining marketing opportunities and problems. Emphasis is placed on the ability to effectively interpret and communicate the strategic implications of marketing research findings.

“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
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

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
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
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
Jalen Onorati at Hershey
Hunter Born at FabriKal
Maddy Olsen Lindt Chocolates
Sierra Livingston & Megan Schneider at Kelloggs
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
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

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
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 WMU 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

“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