2018

Food Marketing Conference, 2018 - Student Yearbook

Haworth College of Business

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Feldpausch Scholarship $500 ............................................................. Amber Murdock
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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 Sponsorship $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 ......................................................... Rachel 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 Sponsorship $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 Csattari
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 handmade 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.
Food & CPG Marketing Students

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.
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 Good 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

**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.

**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**

Jackie is a senior majoring in Food and Consumer Package Goods Marketing with a minor in General Business. While at WMU, she has earned Dean's list each semester and was awarded the Presidential Gold Scholarship her first year. She is part of the Lee Honors College, VP of Marketing for the Food Marketing Association, and a Mentor with the Business Association of Mentors. She volunteers and fundraisers with the many programs FMA is involved with as well as Drive Safe Kalamazoo. She has been a Category Management intern at Kellogg's since January 2017. Jackie has accepted a full time offer with Hormel Foods within their Professional Development Program and will be moving to San Francisco following graduation in spring of 2018.

**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.
Food & CPG Marketing Students

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.
Food & CPG Marketing Students

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 Lambda 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.
Food & CPG Marketing Students

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).
Food & CPG Marketing Students

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 in 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.
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.
Food & CPG Marketing Students

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.
Food & CPG Marketing Students

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
It’s time for women’s leadership
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
Food Marketing Graduates