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29th Food Marketing Conference

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29th Food Marketing Conference
Welcome by President John M. Dunn
March 28, 2011

- Good evening, it is my absolute pleasure to welcome you here to attend the 29th Annual Food Marketing Conference. This has become a rite of spring here in Kalamazoo and at Western Michigan University. Many of you attend regularly. Welcome back. For those of you who are first time attendees, we are glad to see you. I hope you take the opportunity to visit the campus and get to know us better.

- Knowing that you were coming to WMU this week, I suspect you might have listened with interest last week to the news that anonymous donors expressed their confidence in WMU and the Kalamazoo community by making a \$100 million gift to help launch a medical school. This extraordinary was a statement in which this community and this University takes great pride. Our pride as a community and as a University has a long and deep history. We're extraordinarily excited about our new initiative--the medical school--and we maintain our deep pride in what we have already built and what brought you here this evening.

- We are enormously proud of Western Michigan University's Food and Consumer Packaged Goods Marketing Program. It is part of our Department of Marketing in the Haworth College of Business. Our marketing department is one of the 20 largest such marketing departments in the country. The Food Marketing and Consumer Package Good program is more than 50 years old and is considered one of the top programs of its kind in the nation.

- With the help of more than 40 members of the industry on our program's advisory board, we're able to ensure our classes are relevant and tailored to fit industry needs. And generous support from the industry means our students enjoy more than \$80,00 worth of scholarship opportunities every year.

- How good is our program? It has close to a 100 percent placement rate and a number of its graduates have gone on to become entrepreneurs and CEOs and executives at major corporations and industry organizations.

- You may also be interested to know that across Western Michigan University, there is ongoing research in disciplines outside of marketing but ones that will have an impact on your industry. One promising research strand, in particular, involves technology focused on Printed Electronics This facility is a center for research, development and application of materials for the fabrication of flexible electronic devices created on a printing press. Such products the next step after RFID devices and the hold the potential for offering an enormous amount of information incorporated into small electronic devices or tags.

- I could continue, but I want you to have a chance to enjoy your dinner and savor the conference. You have an amazing group of speakers this evening and throughout the day tomorrow.

Again, welcome and enjoy yourself in our community.

Thank you.