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30th Food Marketing Conference Welcome

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30th Food Marketing Conference
Welcome by President John M. Dunn
March 26, 2012

- Good evening, it is my absolute pleasure to welcome you here to attend the 30th Annual Food Marketing Conference. This has become a rite of spring here in Kalamazoo and at Western Michigan University. And what a spring it has been! 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.

- 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 \$80,000 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 the fabrication of flexible electronic devices created on a printing press. Such products could be the next step after RFID devices and they 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.