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## 48th Food Marketing Conference

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48th Food Marketing Conference  
Welcome by President John M. Dunn  
March 25, 2013

- Good evening, it is my absolute pleasure to welcome you here to attend the 48th 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, explore the community 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. Thank you!

- 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. If past

experience holds, 2/3 of those who will graduate from the program next month have had jobs lined up for about two months already. The industry--you--clearly know how valuable those students will be as future employees. Thank you, again!

- Those close and year-round ties with industry make this the quality program that it is. Many of you visit as guest speakers. Others are mentors to student interns. And still others serve on that advisory board. Your participation in this annual event that is such an inspiration to students is yet another contribution. It is truly your investment in our program that gives it its national reputation.

- 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 Researchers and the development and application of materials for the fabrication of flexible electronic devices created on a printing press. Such products 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. It's great to see you again!

Thank you.