



Western Michigan University
ScholarWorks at WMU

Food Marketing Conference and Yearbook

Marketing

2016

Food Marketing Conference, 2016

Haworth College of Business

Follow this and additional works at: https://scholarworks.wmich.edu/foodmarketing_conference



Part of the Marketing Commons

WMU ScholarWorks Citation

Haworth College of Business, "Food Marketing Conference, 2016" (2016). *Food Marketing Conference and Yearbook*. 1.

https://scholarworks.wmich.edu/foodmarketing_conference/1

This Conference Program is brought to you for free and open access by the Marketing at ScholarWorks at WMU. It has been accepted for inclusion in Food Marketing Conference and Yearbook by an authorized administrator of ScholarWorks at WMU. For more information, please contact wmu-scholarworks@wmich.edu.



2016 FOOD MARKETING CONFERENCE AGENDA

Monday, April 11, 2016

| <u>Time</u> | <u>Event</u> | <u>Room</u> |
|-----------------------|--|------------------|
| 8:00 a.m. | Registration Opens | Secchia Lobby |
| 9:00 a.m. | Employer Breakfast with Students | Grand Gallery AB |
| 9:30 a.m. | Advisory Board Meeting | Grand Gallery EF |
| 12:00 p.m. | Welcome Luncheon | Ballroom BCD |
| 1:00 p.m. – 1:45 p.m. | Tara Jaye Frank, Founder and CEO of TJF Career Modeling LLC | BallroomBCD |
| 1:45 p.m. – 2:00 p.m. | Refreshment Break | Secchia Lobby |
| 2:00 p.m. – 2:45 p.m. | Wendy Davidson, President, Kellogg Specialty Channels | Ballroom BCD |
| 2:45 p.m. – 3:30 p.m. | Karen Fichuk, President, Nielsen NA | Ballroom BCD |
| 3:30 p.m. – 4:45 p.m. | Executive Forum | Ballroom BCD |
| 5:00 p.m. – 6:15 p.m. | Welcome Reception | Secchia Lobby |
| 6:30 p.m. – 7:30 p.m. | Dinner | Ballroom BCD |
| 7:30 p.m. – 8:00 p.m. | Tom Zatina, President McLane Food Service | Ballroom BCD |
| | Adrian Trimpe Distinguished Service Award Recipient | |
| 8:00 p.m. | Dave Carroll | |
| | Musician, Author, Motivational Speaker | Ballroom BCD |

Tuesday, April 12, 2016

| <u>Time</u> | <u>Event</u> | <u>Room</u> |
|-------------------------|--|--------------------------|
| 7:00 a.m. – 8:00 a.m. | Breakfast | Ballroom BCD |
| 8:00 a.m. – 8:40 a.m. | Rich Wolowski, President & COO, Gordon Food Service | Ballroom BCD |
| 8:40 a.m. – 9:20 a.m. | Neil Stern, Author, Senior Partner, McMillianDoolittle | Ballroom BCD |
| 9:20 a.m. – 10:00 a.m. | Jason Dorsey, Best Selling Author, Millennials Expert | Ballroom BCD |
| 10:00 a.m. – 10:30 a.m. | Networking Break | Secchia Lobby |
| 10:30 a.m. – 11:30 a.m. | Breakout Session I | |
| | Channel-less Retailing in a Multi-Channel Industry | Grand Gallery Overlook A |
| | Art Sebastian, Meijer, Inc. | |
| | Don't Freeze Out The Boomers | Grand Gallery Overlook B |
| | Larry Levin, IRI | |
| | What's In Store: 2016 and Beyond | Grand Gallery Overlook C |
| | James Russo, Nielsen | |
| | Equipped and Engaged Teams Thrive | Grand Gallery Overlook D |
| | Dr. Laura Lee Larson, Learning LLC | |
| | The Journey of the Last 100 Yards | Grand Gallery Overlook E |
| | Abby Otilio, Procter & Gamble | |
| | Joint Business Planning to Drive Innovation | Grand Gallery Overlook F |
| | Tom Burkemper, 7-Eleven | |
| | Weaving Private Brands Into A Retailer's DNA | Grand Gallery Overlook G |
| | Mark Dickinson, Emerge | |
| | The Craft of Craft Beer Marketing | Grand Gallery Overlook H |
| | Marcel Zondag, Western Michigan University | |
| 11:45 a.m. – 12:45 p.m. | Breakout Session II | |
| | Grocerant: Food Retail's Role in the Future of Food Service | Grand Gallery Overlook A |
| | Joan Driggs, Progressive Grocer | |
| | Innovation the Key to Driving Growth | Grand Gallery Overlook B |
| | Larry Levin, IRI | |
| | Even TP is Just a Click Away | Grand Gallery Overlook C |
| | Byron Knight, Georgia-Pacific | |
| | Are You Working on the Right Stuff? | Grand Gallery Overlook D |
| | Bryan Yager, The Bryan Yager Group, LLC | |
| | What Marketers Miss When They Forget About Boomers | Grand Gallery Overlook E |
| | Kaye Young, Category Management Association | |
| | Getting Your Digital Strategy Right | Grand Gallery Overlook F |
| | Courtney Sieloff, Burson-Marsteller | |
| | Emerging Trends from Retail to Food | Grand Gallery Overlook G |
| | Ryan Patel, Pinkberry, Inc. | |
| | The Millennial Mindset | Grand Gallery Overlook H |
| | Greg Vodicka, FutureCast | |
| 1:00 p.m. – 2:30 p.m. | Luncheon Awards Program | Ballroom BCD |
| 2:30 p.m. – 3:15 p.m. | Hank Meijer, Meijer, Inc. | Ballroom BCD |
| 3:15 p.m. | Closing Comments and Adjournment | Ballroom BCD |

WESTERN MICHIGAN UNIVERSITY



Welcome to the 51st Food Marketing Conference!

It is a pleasure, indeed, for Western Michigan University to welcome you, the facilitators, speakers, WMU students, faculty and administrators to this year's Food Marketing Conference. Many people have worked tirelessly to guarantee that this year's conference will be a great success.

Each year our conference grows in attendance, and we thank DeVos Place for opening their beautiful facility to our growing conference needs.

We also extend a warm welcome to our food industry representatives. To say that your role is important is an understatement. You bring a great source of practical guidance, encouragement and incentive to our students. You are essential to the success of this conference. We thank you and your company for setting aside time to be a part of this important event.

This year's conference theme is important and timely: *People, Purpose & Passion: The Pathway to Success*. We have excellent speakers and have expanded our content in the breakout sessions. We know you will come away with a renewed vision for your role in the industry. Please take advantage of all the opportunities that are available for you.

I end with a reminder of the importance of this conference. Great things are accomplished when we combine the expertise of the past and present with the passion and potential of the future. Western Michigan University is both proud and grateful to be a part of *The Pathway to Success* for the Food Marketing Industry.

Sincerely,

John M. Dunn
President

1903 W. Michigan Ave., Kalamazoo, MI 49008-5202
PHONE: (269) 387-2351 FAX: (269) 387-2355
WEBSITE: wmich.edu/president
CAMPUS SITE: 3065 Seibert Administration Building



WESTERN MICHIGAN UNIVERSITY



Dear Conference Participants,

It is a pleasure to welcome you to the annual Food Marketing Conference. This year's program features outstanding leaders in the food marketing and consumer package goods industries who are certain to spark discussion on vital topics.

This year we are in a new location and venue to accommodate the success of this conference, which provides a relevant and engaging program from leading industry experts in an atmosphere designed to foster networking and relationships. This year's conference theme "People, Purpose & Passion: The Pathway to Success" could not be more apt—these are the key elements of success in business, and knowing how to harness them is both complex and powerful. This year's conference sessions will explore all three of these elements in ways that will ignite your own passion for the work that you do.

I also want to thank you for your continued support of our food and consumer package goods marketing program. You help us provide our students with a comprehensive and hands-on education. Thank you for lending your time and talents to our program, making it one of the premier collegiate food marketing programs in the nation.

Our continued partnership not only ensures that our students develop the knowledge and skills necessary for their personal career success but also provides you with a rich pool of talent where you will find future leaders for your organizations.

I am confident that you will find the conference a thought-provoking and meaningful experience!

Best wishes,

Kay M. Palan, Ph.D.
Dean, Haworth College of Business

1903 W. Michigan Ave., Kalamazoo, MI 49008-5457
PHONE: (269) 387-5050 FAX: (269) 387-5797
WEBSITE: wmich.edu/business
CAMPUS SITE: Schneider Hall

Accredited by: AACSB International - The Association to Advance Collegiate Schools of Business



Monday, April 11, 2016



1:00 - 1:45 p.m.

Courageous Leadership

Tara Jaye Frank

Founder and CEO of TJF Career Modeling LLC

In today's demanding retail environment leaders need to take risks, be bold and have courage in their decision making. Being courageous can develop differently for men and women, often shaped by early childhood experiences and influences. Enabling an environment of courageous leadership for both genders is critical in leveraging a diverse workforce to drive business growth in our industry. In this session you'll learn about the impact of gender diversity on business performance and how to foster a corporate culture that allows courageous leadership to flourish.

Sponsored by



Kellogg's® The Evolution in Eating Away From Home: Serving Up Tomorrow, Today

2:00 - 2:45 p.m.

Wendy Davidson

President, Kellogg Specialty Channels

Consumers eating behaviors are evolving at a rapid rate. With increasingly busy lifestyles, more people are choosing to eat away from home as part of their daily routine. According to NPD Group, nearly half of all US food dollars and roughly 5% of personal income is spent eating within foodservice locations outside of the home. This not only answers the need for greater convenience and portability but also introduces consumers to new flavors and exciting food trends that start on the menu. With meal sources shifting and consumer preferences changing, what are the implications for food marketers in the future?



2:45 - 3:30 p.m.

Do You Have an Omni-Channel Strategy?

Karen Fichuk

President, Nielsen North America

Karen Fichuk is President of Nielsen, North America where she leads Nielsen's business with consumer packaged goods manufacturers and retailers across the U.S. and Canada. She will provide a thought-provoking review of the major trends in our industry with a particular focus on consumers. Connected consumers, changing demographics, and macro-economics are driving the need for every Retailer & CPG Manufacturer to have an omni-channel strategy. Format innovation is happening rapidly, it's part of the omni-channel evolution and will impact every part of the CPG and Food industry.



Monday, April 11, 2016

Executive Forum

3:30 - 4:45 p.m.



Paul Madura
Moderator

Retired Senior Vice President
H.E.B. Food/Drugs

The Food Industry is experiencing an unprecedented era of change unlike anything we have experienced in the past. Format evolution is developing at a swift pace. Consumer dynamics continue to evolve as we see the influences of generational shifts in eating and shopping behaviors. Technology is at the forefront of every industry leader's agenda as connected consumers drive the need for an Omni-channel strategy.

Paul Madura, formerly with H.E.B. Foods and Drugs will moderate a diverse and powerful group of Industry Panelists representing traditional retailers, C-Store, Drug, Small Store format and the CPG industry. They will discuss the latest trends, how customers are dictating our strategies, where business growth needs to occur to capitalize on these trends and the challenges we face in order to execute successfully.



Chris Albi

Vice President of Operations
Kroger Company



Tom Burkemper

Sr. Director Merchandising
7-Eleven



Kathy Casey

Vice President US Channels
Kellogg Company



Chuck Pilliter

Retired Executive Vice President
Trader Joes



Bill Renz

Vice President
Rite Aid Corporation

United Breaks Guitars: The Power Of One Voice In The Age Of Social Media **Dave Carroll** **Musician, Entertainer, Motivational Speaker**

8:00 p.m.

Dave Carroll is an award winning singer-songwriter, professional speaker, author and social media innovator. Known as a master storyteller, Dave's incredible talent was introduced to millions when his 2009 anthem 'United Breaks Guitars' became a worldwide sensation.

In this presentation Dave shares his humorous and compelling story of how brand strength and reputation can quickly become tarnished in today's connected world. He'll share how he handled a frustrating situation with a mission of improving the world, one experience at a time, and shows how the voice of the customer becomes amplified when a poor experience goes viral.



Sponsored by



Tuesday, April 12, 2016



8:00 - 8:40 a.m.

It's All about People and Culture

Rich Wolowski

President and COO, Gordon Food Service

Rich Wolowski serves as President and Chief Operating Officer of Gordon Food Service, a multibillion-dollar foodservice distribution company with operations in the U.S. and Canada. He is responsible for all operational aspects of Gordon Food Service. In his presentation, Rich will address how Gordon Food Service has grown over the years by upholding the business principals of being passionately committed to the people they serve. Rich will discuss how simple concepts can transform an organization's culture, engagement and bottom-line. The passion for people and employees can become a sustainable competitive advantage by their actions, ideas, service and spirit.



8:40 - 9:20 a.m.

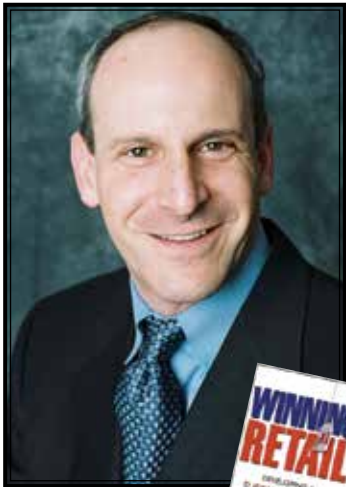
Disruptions in Food Retail: How to Respond

Neil Stern

Author, Retailing Expert, Senior Partner, McMillanDoolittle

Neil Stern is a retailing expert specializing in the area of new retail concepts. As a food industry thought leader, Neil has worked across all segments of the industry, including supermarkets, convenience stores and foodservice. Neil has co-authored two books, "Winning At Retail" and "Greentailing and Other Revolutions in Retailing."

In his presentation he will discuss the changes at all levels that are forcing retailers and suppliers to rethink their strategies and act upon the changing consumer of tomorrow. Driven by tremendous disruptions in the industry: Technology, New Competition, Formats, Consumer Trends, the retail food industry is changing faster than ever. This presentation offers a fast paced overview on the key trends that are disrupting the market and most importantly, what are some of the innovative ways that retailers can respond.



9:20 - 10:00 a.m.

Unlocking the Power of Generations to Grow Your Business

Jason Dorsey

Best Selling Author, Millennials Expert

Jason Dorsey has been featured as a generational expert on 60 Minutes, 20/20, The Today Show, The Early Show and dozens more. Adweek calls Jason a "research guru" and The New York Times featured him in its cover story on marketing to Millennials. Jason helps companies and business leaders solve tough generational challenges through research, strategy and his speaking.

In this provocative presentation, best selling author Jason Dorsey exposes new generational truths that directly impact leaders like you. Jason shares surprising data, firsthand stories, and step-by-step actions. You can rely on these actions to drive sales, communication, engagement, recruiting and more.



Sponsored by

PEPSICO



Tuesday, April 12, 2016



2:30 - 3:15 p.m.

Minding Our Customer

Hank Meijer
Co-Chairman
Meijer, Inc.



Hank Meijer is Co-Chairman of Meijer, Inc. in Grand Rapids. He joined the family retail business at the age of 11 as a grocery clerk. After serving as a reporter for a Detroit-area suburban newspaper group, he became editor and later publisher of a weekly newspaper in Plymouth, Michigan. He rejoined Meijer in 1979 as assistant advertising director. In 1984, he published *Thrifty Years*, a biography of Hendrik Meijer, the company's founder and his grandfather. Meijer, Inc. operates a chain of more than 200 self-service combination supermarket-discount department stores located in Michigan, Ohio, Indiana, Illinois, Kentucky and Wisconsin.



Breakout Session I

Tuesday, April 12, 2016 • 10:30 - 11:30 a.m.



Don't Freeze Out The Boomers

Larry Levin

Executive Vice President, Business Development, IRI

With all of the focus today on Millennials and their impact on the consumer landscape, the largest—and most influential generation, Baby Boomers, is sometimes overlooked. Today's Boomers contribute more than 37% of all CPG sales and by 2020 are still estimated to bring a third of all sales. Marketers can ill-afford to turn a blind eye to this important group as they continue to manufacture and market to win the hearts and minds of Millennials. Larry will explore different attitudinal and behavioral segments of Baby Boomers and show how to best leverage their needs and wants to continue to be at the forefront as their preferred retailers, categories and brands.



Channel-less Retailing in a Multi-Channel Industry

Art Sebastian

Director, Digital Shopping, Meijer, Inc.

Digital technology is allowing Meijer to expand its one-stop-shop concept to a channel-less environment, where shoppers can access the retailer's expansive inventory wherever they want to shop. Customers now want to shop online, by mobile and in store, as well as choose whether to pick up the order or have it delivered. Consumer dynamics continue to change as we see the influences of generational shifts, household makeup and economics. Meanwhile retailers, packaged goods companies and restaurant operators are adapting by creating multi-channel experiences to address these changes.



Equipped and Engaged Teams Thrive

Dr. Laura Lee Larson, President, Learning LLC

New research comes out regularly about how the "lack of employee engagement" is a huge issue in the workplace. In fact, 70% of American employees aren't working to their full potential – which means that disengaged employees cost the U.S. an estimated \$450 billion to \$550 billion in lost productivity per year. In this breakout session Dr. Larson will share her observations on why engaged teams strive and achieve their best and provide you practical ideas to help your team.



What's In Store: 2016 and Beyond

James Russo

Senior Vice President, Global Consumer Insights, Nielsen

The shopping landscape has noticeably shifted this year – but which shifts will continue and which are just a fad? Get your first look into not just the trends we're anticipating for 2016, but also our five-year retail forecast. This session will look at the key factors that will influence the future of business –including evolving eating habits and local markets changing the consumer landscape, the impact of multicultural consumers and the rise of tech titans that are changing retail.

Breakout Session I

Tuesday, April 12, 2016 • 10:30 - 11:30 a.m.

Joint Business Planning to Drive Innovation

Tom Burkemper
Sr. Director of Merchandising, 7-Eleven

Tom will share his manufacturer and retailer perspectives on how through a combination of collaborative joint business planning and executing category management fundamentals, organizations can succeed in creating real and sustainable long term value and innovation. Tom will discuss why investing in a collaborative manufacturer retailer relationship is worth the effort. He will also share his approach to the joint business planning process along with examples of how he and his team work collaboratively with manufacturers to bring innovation to consumers at retail.



The Journey of The Last 100 Yards

Abby Otillo
Director, Store Development Organization, Procter & Gamble NA

Brilliant execution is critical to winning shopper loyalty in today's quickly evolving retail landscape. At the core of delighting the shopper is on shelf availability, a top three driver in consumer choice of retailers. Out of stock rates remain at ~8%, representing an opportunity to not only grow revenues 8%+, but to better deliver vs. shopper needs. This session will share a roadmap to joint manufacturer/retailer impact upon the on shelf availability opportunity, with focus upon leveraging data to drive insights, root cause understanding, and a joint plan of action.



The Craft of Craft Beer Marketing

Marcel Zondag
Assistant Professor, Western Michigan University

The continuing popularity and double-digit sales growth of craft beer has dramatically changed category management, shopper marketing and channel management practices for the entire beer segment. A panel of senior leaders from Arcadia Ales, New Holland Brewing, Bells, Meijer and IRI will discuss the latest trends in on and off-premise craft beer marketing & sales, and review the preliminary results from a large-scale craft beer research project conducted by the Food Industry Research and Education Center, part of WMU's Food Marketing program.



Weaving Private Brands Into A Retailer's DNA

Mark Dickinson
Co-Founder and Managing Partner, Emerge

We all know private brands are being treated as a strategic, "in-your-face" weapon by many retailers, but the best-in-class retailers are embedding own brands into their cultural and marketing fabric like never before. The road to making it part of their DNA doesn't happen overnight, and in this session we will review how they are doing it, how it impacts the ways CPGs approach innovation, how they are creating unique shopper and category destinations, and why what happens outside of the store is just as important for Millennials as the experience within it.



Breakout Session II

Tuesday, April 12, 2016 • 11:45- 12:45 p.m.



Grocerant: Food Retail's Role in the Future of Food Service

Joan Driggs

Editorial Director, Progressive Grocer

Retail meal solutions, fresh prepared foods, home meal replacement are all terms that embody Grocerant, freshly prepared foods available through grocery retail. Successful grocerants simplify lives, deliver against needs, offer interesting taste experiences, nourish the spirit as well as the body, and connect with shoppers in meaningful ways. Retailers with attractive grocerant programs can not only lure consumers who usually turn to restaurants for meal solutions, but will likely benefit from bigger baskets as shoppers tend to add other items to the basket.



Are You Working on the Right Stuff?

Bryan Yager

Principal, The Bryan Yager Group, LLC

Many of us began our careers as “super doers”, working hard and delivering results that mattered to the organizations and people we served. Unfortunately, that same hard work, determination and dedication to results also has a potential dark side which can limit not only our personal growth and development as strategic leaders, but have devastating consequences for the organizations we lead. Learn how you can enhance your personal growth and development as leader.



What Marketers Miss When They Forget About Baby Boomer Buying Power

Kaye Young

Senior Vice President, Shopper Marketing and Consumer Insights Category Management Association

Boomers are still one of the largest segments of the shopping population, and they have more spending power than any other single segment, but they are increasingly ignored by Shopper Insights and Consumer Marketing. We'll tell you why this is an exciting shopper segment, and what you can do to capture more of their dollars at the shelf.



Even TP is Just a Click Away

Byron Knight

Vice President, eCommerce, Georgia-Pacific Consumer Products

Today's consumers expect that any product or service they want is available for purchase online, and they love their TP being just a click away! Convenience is king and the experience must feel seamless whenever, wherever, and however they engage across the path-to-purchase. Leading retailers & CPG organizations are at the forefront of satisfying this need in an omni-channel environment. Byron will share Georgia-Pacific's transformational journey to develop an eCommerce capability, review the importance of eCommerce fundamentals, and discuss the necessity for innovation in order to satisfy the online consumer.

Breakout Session II

Tuesday, April 12, 2016 • 11:45- 12:45 p.m.

Emerging Trends from Retail to Food

Ryan Patel, Vice President, Global Development for Pinkberry, Inc.

With the pressure and intensity that brands continue to face, it is no wonder why innovation has become a necessity. With the recent trends from the US to the international markets, retail and food have become intermixed. This talk will provide strategies and key principles that brands utilize when faced with leveraging their core competencies. This will be an unique opportunity to see what goes on behind the scenes when brands are trying not just to protect the brand but also harness the entrepreneurial spirit in a fast changing and futuristic view of markets.



Getting Your Digital Strategy Right

Courtney Sieloff

Director of Digital Strategy, Burson-Marsteller

A digital strategy is no longer a “nice-to-have,” but a critical part of a branding strategy (PS: if the youngest person in your company is in charge of your digital media, you are doing it wrong). Spanning communications, marketing, and public relations, your digital game has to be top notch to be impactful. Courtney will discuss the use of storytelling across platforms, how to use “big data” to target messaging to engage new and current audiences, and how to really tell if your social media strategy is having the hoped for effect.



Innovation the Key to Driving Growth

Larry Levin

Executive Vice President, Business Development, IRI

Innovation is one of the key ingredients to driving growth both in revenue and mindshare. Today's CPG manufacturers that successfully leverage new product innovation as a differentiator in the market can help drive their own successes as well as creating buzz and excitement around their categories, aisles and the total store which leads retailers to embrace new product successes. The keys to new product successes are not just about “getting it right the first time”, but also about their sustainability in year two and beyond. IRI's Larry Levin, head of its Innovation Strategies and Thought Leadership, will lead a discussion on the IRI's New Product Pacesetters and the keys that drove their success.



The Millennial Mindset® - How Consumers are Fueling New Food Truths

Greg Vodicka

Millennial Consulting Director

Millennials are today's largest and most influential generation of consumers. We will explore major Millennial Mindset® food trends that influence attitudes & behaviors; how Millennial culture and behaviors are shaping new grocery and restaurant eating trends; how you can feed Millennials' desire for transparency and authenticity through practical proof; how becoming parents and gaining affluence has changed Millennial shopping habits and much more.



Adrian Trimpe Distinguished Service Award



This award was established in 1996 to honor the memory and achievements of the late Adrian Trimpe, Chairman Emeritus of Distributive Education and founder of the WMU Food/CPG Marketing Program. It is presented to individuals who have dedicated extraordinary time and effort to the support and enrichment of the Food/CPG Marketing Program and its students.

This Year's Recipient

*Tom Zatina
President
McLane Food Service
2016 Recipient*



Previous Recipients



*Dave Jones
Vice President, Industry Initiatives
The Kellogg Company
2015 Recipient*



*Marv Imus
Principal
Imus Ventures, LLC
2014 Recipient*



*Steve Sholtes
US Country Manager
Advantage International
2013 Recipient*



*Steve Holdiman
Customer Vice President
Kraft Foods
2012 Recipient*



Phil McGrath
Director, Business Planning
The Nielsen Company
2011 Recipient



Phil Straniero
Executive in Residence, Food/CPG Marketing
Western Michigan University
2010 Recipient



Raymond A. Dannenberg
Professor Emeritus
Western Michigan University
2010 Award Recipient Posthumously



Larry Harding
Retired President
Harding Enterprises
2009 Recipient



Andrew A. Brogowicz
Retired Chair & Professor of Marketing
Western Michigan University
2007 Recipient



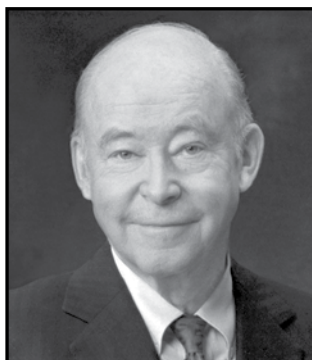
Joy Nicholas
National Account Executive
RBS Lynk
2006 Recipient



Jim McGreal
President
Advanced Learning Solutions
2005 Recipient



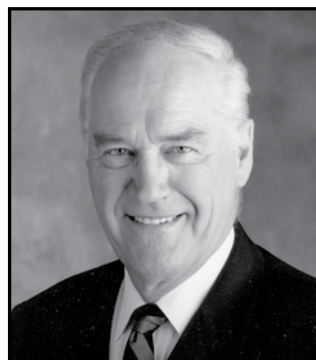
Patrick L. Mitchell
Chairman & CEO
Mitco Sales
2004 Recipient



Samuel C. Johnson
Chairman Emeritus
S.C. Johnson & Son, Inc.
2002 Recipient



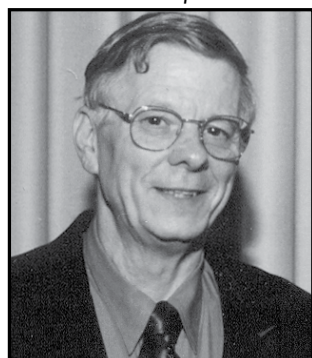
Ted File
Sr. Vice President
Information Resources, Inc.
2001 Recipient



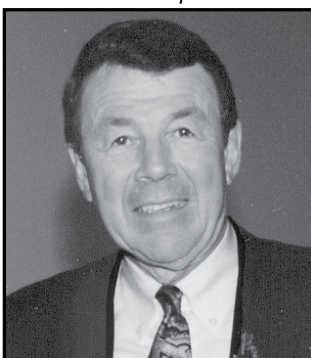
Arnold Langbo
Chairman of the Board
Kellogg Company
2000 Recipient



Craig Sturken
Chairman & CEO, Midwest Operations
Great Atlantic & Pacific Tea Co.
1999 Recipient



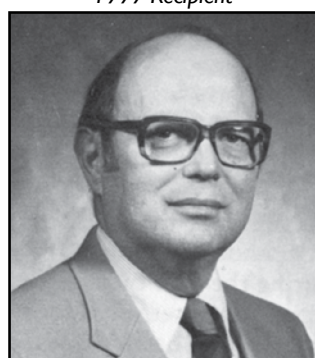
Edward F. Buron
Sr. VP Human Resources
Jewel-Osco
1998 Recipient



Pat Quinn
Chief Executive Officer
Spartan Stores
1997 Recipient



Dick "Chief" Neschich
Associate Professor Emeritus
Western Michigan University
1996 Recipient



William O. Haynes
Associate Professor Emeritus
Western Michigan University
1996 Recipient

WMU Food Marketing Alumni Hall of Fame

This award is presented to Alumni of the Food/CPG Marketing Program who through their outstanding achievements have distinguished themselves as food industry leaders.

This Year's Recipients



*Bob Popaditch
Former Vice President Merchandising
Jewel Foods
President of Serv Corp
Class of 1966*



*Paul Smith
Retired President
Kroger Company,
Atlanta Division
Class of 1968*

Past Recipients



*Bill Nasshan
Executive Vice President
and Chief Merchandising Officer
Bi-Lo Holdings
2015 Recipient - 1980 Alumnus*



*Amy Feldman
Vice President, Key Accounts
KeHE Distributors Inc.
2014 Recipient - 1997 Alumnus*



*Michael Ross
Vice President, Customer Marketing & Loyalty
Meijer Inc.
2013 Recipient - 1988 Alumnus*



*Sawan Kapoor
President & CEO
Kapoor Lighting
2012 Recipient - 2001 Alumnus*



Brian Haaraoja
Senior Vice President
SpartanNash
2011 Recipient - 1984 Alumnus



Chris Burns
Director of Sales
Defense Commissary Agency (DECA)
2011 Recipient - 1986 Alumnus



Don Baker
Vice President
Sara Lee Foods
2011 Recipient - 1985 Alumnus



Marty Miller
President & CEO
Melitta Coffee
2009 Recipient - 1980 Alumnus



Frank Gambino
Director Food/CPG Marketing
Western Michigan University
2007 Recipient - 1977 & 1993 Alumnus



Dominic Buccellato
President & CEO
Royal Pet - Pet Supplies Plus
2005 Recipient - 1975 Alumnus



Martin J. Miller
EVP & General Manager
Coca-Cola Enterprises, Inc.
2005 Recipient - 1981 Alumnus



John Phillips
SVP Customer Supply Chain & Logistics
PepsiCo Global Operations
2004 Recipient - 1986 Alumnus



Alex Miller
President
Daymon Worldwide
2004 Recipient - 1969 Alumnus



Paul Madura
Former SVP/General Manager
H-E-B Food/Drugs
2003 Recipient - 1974 Alumnus



Robert P. Hermanns
President
Associated Grocers
2003 Recipient - 1965 Alumnus



Steve DeYoung
President & CEO
Big Top Markets
2002 Recipient - 1977 Alumnus



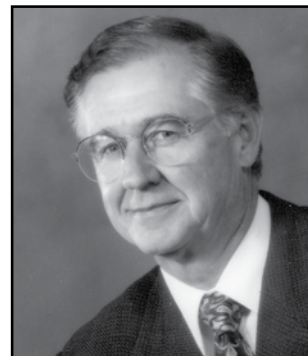
Bill Bolton
President & CEO
Jewel Foods
2002 Recipient - 1968 Alumnus



Frank Eckstein
Executive Vice President
Winn-Dixie Stores
2001 Recipient - 1968 Alumnus



Wendell Christoff
Vice Chairman
Litehouse, Inc.
2001 Recipient - 1968 Alumnus



Doug Carolan
President & CEO
Associated Wholesale Grocers
2000 Recipient - 1962 Alumnus

We're on a Roll...

FOUR SCHOLARS IN THREE YEARS

For the last three consecutive years the Food Marketing Program has produced four Marketing Department Presidential Scholars



2016

Brianna Amat

*pictured with Phil Straniero
Executive in Residence*

2015



Ali Russo

*pictured with Frank Gambino,
Food Marketing Program Director*

Excellent!



2014



Hannah Downs & Katy Kick

*pictured with Frank Gambino, Food Marketing Program Director &
Dr. Mushtaq Luqumani, Department Chair*



Food and Consumer
Package Goods Marketing
Haworth College of Business

WESTERN MICHIGAN UNIVERSITY

PLATINUM SPONSORS



DIAMOND SPONSORS



ADVANTAGE
SOLUTIONS



Constellation Brands



E&J. Gallo Winery



IRi

Growth delivered.



Unilever



VML

GOLD SPONSORS



The Healthy Hydration Company™



SILVER SPONSORS





Zhang Career Center Haworth College of Business

WESTERN MICHIGAN UNIVERSITY

ALL THINGS **BUSINESS** FOR STUDENTS AND EMPLOYERS

- Practice Interview Day
- Resume Critique Day
- Marketing, Sales, & Food Marketing Career Night
- Business Career Day
- Food Marketing Pre-Conference Activities
- Business Externship Program
- On-campus Interviewing
- Premier Partner Program

WMU



To arrange a visit or find out more about our programs, please contact:

Jennifer Palmatier

Employer Relations Specialist

jennifer.r.palmatier@wmich.edu

(269) 387-2729

BUSINESS

www.wmich.edu/business/career



WESTERN MICHIGAN UNIVERSITY

Haworth
College of Business



GO HIGHER

wmich.edu/mba

Master of Business Administration (MBA)

Are you always looking for the next opportunity to further develop a process, project, or collaborative endeavor? If so, the Master of Business Administration degree at Western Michigan University may be right for you. In the MBA program, you will be challenged, and

you will be encouraged to challenge the status quo in productive ways. The MBA is the gold standard for advancement in the field of business. All courses are designed for full-time working professionals, providing flexibility as you pursue your goals.

Campus

LOCATIONS:

Kalamazoo
Grand Rapids

CONCENTRATIONS:

Aviation, Computer Information Systems, Finance,
General Business, Health Care, International
Business, Management, Marketing



and Hire.



wmich.edu/foodmarketing

Food and Consumer Package Goods Marketing (B.B.A.)

Why hire a WMU food and consumer package goods marketing major?

5 REASONS

- EXPERIENCE
- COMPETITIVE ADVANTAGE
- RETURN ON INVESTMENT
- SPECIALIZED SKILL SET
- LEADERSHIP

With more than 50 years of experience educating food marketing professionals who surge to the forefront of their industries, Western Michigan University is committed to matching your company's needs with our talented students. Your investment in a WMU graduate will yield a future strategic leader in your organization.

"I endorse the WMU program as an employer; it has evolved with the changes of the food industry. I believe it is developing and preparing students better than any program in the country."

Here at SpartanNash, we sponsor interns yearly to work for the summer. Many of those interns are offered permanent positions upon graduation."

Brian Haaraoja,
Vice President, Fresh Merchandising
SpartanNash

"The rate of change in our industry continues at an unprecedented pace and requires new types of future leaders. The WMU program is producing new leaders who will be prepared to move the industry forward."

Dave Jones,
Vice President, Industry Initiatives
The Kellogg Company



Employer/Student Pre-Conference Recruiting Activities

The Food-CPG Marketing Program sponsored a pre-conference employer presentation and display event in conjunction with the 2015 Food Marketing Conference. Students attended employer information sessions, a luncheon with the employers and a reception including the Food/CPG Advisory Board.



"I see the partnership with WMU as an investment in our young people who are the future leaders of our organization; our business partners and our competitors and we can all share in the successes. The Food/CPG Marketing program is committed to providing complete experience to its students from the classroom, internships, campus events and foreign travels that prepare students to enter the workforce eager and capable to have a positive impact on your business."

Lanell Ohlinger
Director of Human Resources
The Kroger Company





*"Mentoring students and new associates in the Food Industry provides a unique way of bridging the gap between millennials and gener-
er's, allowing the more experienced generation to keep ideas and practices 'fresh'."*

Terry Valerio
Chamberlain Marketing Group





Highlights from Our 2015 Conference

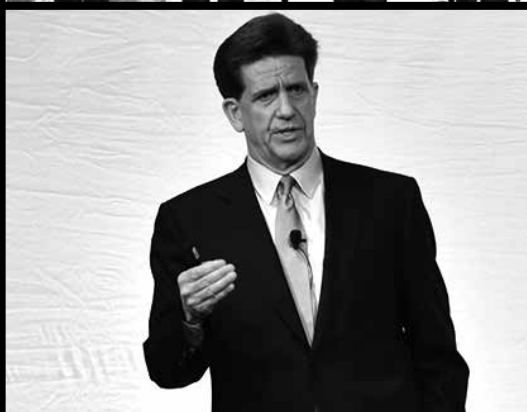


The enthusiasm and engagement of students enrolled in WMU's Food & CPG Marketing Program is a testament to the uniquely integrated academic- and industry-related design of the program. As a member of WMU's Food & CPG Industry Advisory Board, I'm honored to help the school uphold its mission of educating and supporting the future leaders of our industry. It's equally rewarding

to work with and learn from other industry professionals dedicated to ensuring the next generation has the tools and exposure needed to succeed.

*Joan Driggs
Editorial Director
Progressive Grocer*





I invest time into the Western Michigan University Food & CPG Marketing program because it is truly the best program I've seen across the US.

The students learn theory and application through a balance between course work and case studies. I've found WMU grads to be some of the best new hires into our industry!

Art Sebastian
Director, Digital Shopping
Meijer



DR. FRANK GAMBINO STUDENT LEADERSHIP SCHOLARSHIP

For more than 31 years, Dr. Frank Gambino has been a tremendous leader, teacher, and mentor to the students of Western Michigan University's Food & Consumer Package Goods Program (FMK). Thanks to Dr. Gambino's leadership, WMU's FMK program boasts nearly 100% job placement upon graduation and is one of the top FMK programs in the nation.

In recognition of Frank's many contributions to the success and growth of the FMK program and its students, WMU has established an endowed scholarship in his honor. **The Dr. Frank Gambino Student Leadership Scholarship** is awarded to outstanding juniors or seniors pursuing degrees in the FMK program. Students who will one day be the leaders of the food and consumer goods industry.

Currently, 40 students per year receive scholarship funds supported by endowments and industry contributions. Western Michigan University looks forward to combining your gift with those of our alumni, FMK board members, friends, and corporate partners to enhance this much needed scholarship and help more of our students become leaders in the FMK industry.

You too can help honor Dr. Frank Gambino by investing in the students of WMU's Food & Consumer Package Goods program. Simply visit our website and make your gift to the Dr. Frank Gambino Student Leadership Scholarship today. **THANK YOU!**





The Food & CPG Marketing Industry Advisory Board

Since its inception over 57 years ago, the WMU Food & CPG Marketing Program has depended on and received strong support from members of the Food & CPG industries. One group of individuals that provides special support for the program are the members of our Food & CPG Marketing Industry Advisory Board. The Board members attend regular meetings to provide advice and assistance with curriculum development, student recruiting, industry tours, guest speakers, trade relations, scholarships, student internships, and job placement. They also play a major role in the organization of the Food Marketing Conference. The students and faculty of the WMU Food & CPG Marketing Program wish to express their deep appreciation to our Industry Advisory Board members for all their help and for their selfless dedication to Western Michigan University.



"The Western Michigan University Food/CPG Marketing Program is one of the premier programs dedicated to educating and preparing the next generation of leadership in the industry. The rate of change in our industry continues at an unprecedented pace and requires new types of future leaders. The WMU Food Marketing program is producing new leaders who will be prepared to move the industry forward."

*Dave Jones
Chair of the WMU Advisory Board
Vice President, Industry Initiatives
The Kellogg Company*



WMU Food & CPG Marketing Program Industry Advisory Board Executive Committee



*Dave Jones
Advisory Board Chair
Vice President, Industry Initiatives
The Kellogg Company*



*John Philips
Food Marketing Conference Chair
Senior Vice President
Customer Supply Chain & Logistics
PepsiCo*



*Monica Hysell
Education Chair
Retired Vice President
Abbott Nutrition*



*John Rose
Industry & Alumni Relations Chair
Senior Vice President Operations
Acosta Sales & Marketing*



*Tom Zatina
Advisory Board Vice Chair
President
McLane Food Service*



*Ben Driss
Food Marketing Conference Vice Chair
Director, Category Development
The J.M. Smucker Co.*



*Jody Hartson
Education Vice Chair
Key Account Development
Coca-Cola Refreshments*



*Craig Jacobi
Industry & Alumni Relations Vice Chair
Vice President, Category Management
Constellations Brands*



*Phil McGrath
Immediate Past Chair
Category Management Association*



*Frank Gambino
Secretary to Advisory Board
Director, Food/CPG Marketing
Western Michigan University*



"The WMU Food Advisory Board is a special opportunity to work together with other current industry leaders towards the betterment of an exceptional educational program, and development of future leaders that are part of that program.

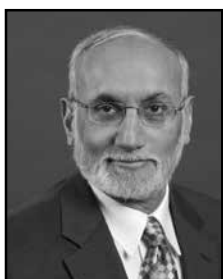
We find the students to be motivated, well prepared and keenly interested in our industry. This makes them exceptional candidates for hire. The Food Marketing Conference itself offers timely messages that are relevant and thought provoking. This is a program that really delivers and helps build the talent to drive future success."

*Tom Zatina
Vice Chair of WMU Industry Advisory Board
President, McLane Foodservice*

Faculty and Administration Members



*Dr. Kay Palan
Dean, HCOB*



*Dr. Mushtaq Luqmani
Chair, Marketing*



*Dr. Frank Gambino
Program Director*



*Phil Straniero
Executive in Residence*



*Dr. Duke Leingpibul
Faculty*



*Dr. Ann Veeck
Faculty*



*Dr. Marcel Zondag
Faculty*



*Bob Samples
Faculty*



*Lisa Youtzy
Administrative Assistant*



*Jennifer Palmatier
Employer Relations
Coordinator*

WMU Food & CPG Marketing Program Honorary Members



*Doug Cygan
Jewel-Osco Stores*



*Michael Gorshe
Accenture*



*Ed Deeb
Michigan Food & Beverage*



*Phil Lempert
Supermarket Guru*



*Michael Sansolo
Sansolo Solutions*



*Mark Switala
Acosta Sales & Marketing*



Imagine a place where you can interact with key Industry Executives from both the Supplier and Retailer side; a place where you can find students who have already proven their worth in our Industry and can hit the deck running when you hire them; and a setting where YOU can learn from your peers – well that place for me has been the WMU Board!
Steve Sholtes
*Sales & Capability Development
Advantage International*

WESTERN MICHIGAN UNIVERSITY



FOOD/CPG MARKETING PROGRAM

WMU Food & CPG Marketing Program Industry Advisory Board



Becky Anson
Martin's Supermarkets



Auday Arabo
Associated Foods & Petroleum Dealers



Bill Baldwin



Jon Bardsley
Mondelez



Chris Bethel
Advantage Solutions



Karen Bird
Kroger



Eric Blackburn
NeoGrid



Nicole Boelman
Pinnacle



Mike Brooks
E&J Gallo Winery



Joe Cekola
Imperial Beverages



Mark Dickinson
Emerge



James Dodge
Nielsen Company



Clay Dodson
Information Resources, Inc.



Joan Driggs
Progressive Grocer



Julie Earhart



Joni Elmore
Catalina Marketing



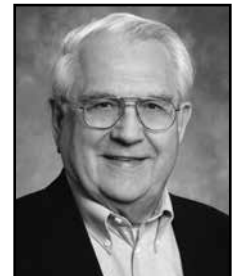
Amy Feldman
Enjoy Life Foods



Mike Gerfen
VML



Brian Haaraoja
SpartanNash



Larry Harding
Harding Enterprises



John Herzig
Bayer Healthcare



Marvin Imus
Imus Solutions



D. Todd Jones
Altria



Beth Kincaid
Unilever



Sandy Kinney
PepsiCo QTG (retired)

WMU Food & CPG Marketing Program Industry Advisory Board



Paul Madura
Endeavor Management



Greg Manuszak
Gordon Food Service



Bennet Mark
Nestle Waters



Scott Mathews
Learning Evolution



Cindy McPherson
Abbott Nutrition



Peter McSorely
Procter & Gamble



Scott Miller



Matt Moberly
Bell's Brewery



Aileen Munster
National Grocers Association



Joy Nicholas
JN Retail Connections



Sarah Parrigin
Crossmark



Stephanie Postma
Hormel Foods



Michael Ross
Meijer



Art Sebastian
Meijer



John Summers
Daymon Worldwide



Jim Swoboda
SimplyEight



Terry Valerio
Chamberlain Marketing Group



"Our ability to serve the increasingly complex needs of consumers depends on successfully preparing our future industry leaders. I'm privileged to be associated with Western Michigan University's Food/CPG Marketing Program, which is among few programs dedicated to serving the one industry that affects everyone. I'm especially honored to be part of WMU's Food/CPG Industry Advisory Board, working with professionals representing diverse disciplines across the Food/CPG industry and academia to create the most relevant, educational and inspiring support possible."

Joan Driggs
Editorial Director
Progressive Grocer

Western Michigan University's Haworth College of Business

MISSION STATEMENT

The Haworth College of Business provides high-quality student-centered business education through teaching, research and service activities that deliver exceptional intellectual and economic value to regional and international communities.



CREED

“Partners for Business Knowledge and Leadership”

The Food and CPG Marketing Program is housed within the Haworth College of Business, which offers more than thirty different specializations through its departments of Accountancy, Business Information Systems, Finance and Commercial Law, Management, Marketing, and Military Science.

Ranked among the largest undergraduate business programs in the nation, the Haworth College of Business has an enrollment of over 4,000 undergraduate and 300 MBA and MSA students. The undergraduate and graduate programs are fully accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

Western Michigan University's Food & CPG Marketing Program

MISSION STATEMENT

The mission of the Food & CPG Marketing Program is to prepare students for professional careers in the food industry and provide the tools necessary for continuous professional growth. This mission shall be achieved through a program dedicated to a balance of strong academic principles and industry-related work experience.



Western Michigan University is one of a select number of leading universities in the United States which offers a four-year business degree specializing in Food & CPG Marketing. The Food & CPG Marketing major integrates specialized career preparation in all aspects of Food & CPG Marketing with broad managerial training in accounting, business communication, computer information technology, economics, finance, law, and management.

WMU's Food & CPG Marketing Program offers students the benefits of financial assistance, personal attention, experienced faculty and practical job experience through internships.

Over the past 57 years, WMU's Food & CPG Marketing Program has become widely recognized within the food industry for educating future industry leaders. Its graduates are heavily recruited by leading firms from all segments of the food & CPG industries -- including manufacturers, brokers, wholesalers, retail chains, independent store operators, food services, and marketing research firms.

Michigan Grocers Association
A PROUD PARTNER OF
Western Michigan University's
Food and CPG Marketing Program



LEGISLATIVE
Reception

May 17, 2016 • 5 - 6:30 PM

MGA Offices • Lansing



29th Annual Golf Outing

June 16 • The Emerald Golf Course • St. Johns, MI



Fall Conference & Show

September 18-20, 2016
Boyne Highlands Resort
Harbor Springs, Michigan

Engaging speakers, new products and
services, unmatched networking

www.michiangrocers.org/events

Sponsor of MGA's Paul M. Felice/Food Marketing Scholarship at WMU

Michigan Grocers Association • 221 North Walnut Street • Lansing, Michigan 48933
MichiganGrocers.org 800-947-6237

Western Michigan University's Marketing Department

Western's marketing program is AACSB accredited and ranks among the largest in the nation – serving over 1000 majors and minors, and numerous MBA students. The Department of Marketing has over 20 faculty members and offers students 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,
Marketing, Purchasing Management, Global Marketing

Ms. Jessica Pelkey
Office Coordinator, Marketing

Ms. Lisa Youtzy
Food Marketing Coordinator

Dr. JoAnn Atkin, Associate Professor
Advertising, Marketing, E-biz

Dr. Jim Eckert, Associate Professor
Marketing Principles, Professional Selling, Negotiation

Dr. Bruce Ferrin, Associate Professor
Logistics, Supply Chain Management

Dr. Jim Ferguson, Part-time Instructor
Marketing Strategy, Electronic Marketing

Dr. Frank Gambino, Professor and Director of Food/CPG
Program, Retail Merchandising, Category Management

Mr. Greg Gerfen, Part-time Instructor
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, Associate Professor
Marketing Strategy, Marketing Research

Dr. Stephen Newell, Professor
Professional Selling, Business Marketing Strategy, Negotiation

Dr. Kelley O'Reilly, Assistant Professor
Professional Selling, Sales Management, Advertising

Dr. Zahir Quraeshi, Professor
Multinational Marketing, Global Business

Dr. Robert Reck, Professor
Purchasing Management, Logistics, Business Enterprise

Mr. Robert Samples, Instructor
Professional Selling, Marketing Principles, Food/CPG Marketing

Mr. Phil Straniero, Executive-in-Residence Food/CPG
Marketing Program; Food Marketing Strategy,
Food & CPG Sales

Dr. Ann Veeck, Professor
Marketing Principles, Marketing Research, Global Marketing

Mr. John Weitzel, Master Faculty Specialist
Advertising, Creative Strategy, Sports Marketing

Dr. Marcel Zondag, Assistant Professor
Food/CPG Marketing, Distribution Logistics, Global Business

Food Marketing Faculty & Staff

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. Mushtaq Luqmani



Dr. Frank M. Gambino

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. 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.



Dr. Thaweephan "Duke" Leingpibul



Mr. Phil Straniero

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 teaches Food Marketing Issues and Strategies and our Food/CPG Sales Class. Phil currently serves on the Board of Directors of Alliance Foods in Coldwater, Michigan and Plumbs, Inc., 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. Marcel M. Zondag

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 Axxess 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.



Dr. Ann Veeck

Mr. Bob Samples joined Western Michigan in the Fall of 2014 as an instructor, 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, now in use across the country. 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, Internet Marketing, Marketing Behavior and Marketing Principles at WMU. Bob is also a member of the HCOB Strategic Planning advisory council for the university.



Bob Samples

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.



Ms. Lisa Youtzy

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 2500 Marketing Principles - Introduction to the role of marketing in the U.S. and global economy. Emphasis on how organizations create customer value through marketing strategy planning. Topics include buyer behavior, market segmentation, product planning, service quality, promotion, pricing, and managing channel relationships.

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.



I really enjoy serving on the Board for several reasons. The most important is to hopefully be of value to the students through my years of experience in the trade. The industry has been very good to me during my career and I would like to return that if it will assist someone else.

Secondly, interacting with the Board Members from different aspects of the industry brings a more rounded approach/solution to our issues.

*Sandy Kinney
Retired Pepsico*



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

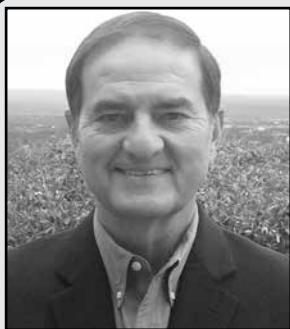


MKTG 3970 Food & CPG Internship – Under the direction of a faculty advisor, students seek and obtain a position offering full-time work experience related to the food and consumer package goods industries. Interns are required to submit periodic written reports, and an employer evaluation of their performance.

MKTG 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 4930 Food & 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 practices will be examined. Students apply fact-based selling methods utilizing syndicated market data and category management tools related to the selling process. Extensive role-playing, sales presentations and exercises relevant to the buying process will be used.

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.



"I am a proud member of the Food Marketing Advisory Board because it is a way for me to contribute back to my Alma Mater and to help make a difference in the program and students. I am grateful for the Food Marketing education that I received and am very impressed with the quality of students that the program continues to produce."

Paul Madura
Former Senior Vice President
HEB Food & Drugs

Food/CPG Marketing Electives Include:

MKTG 3730 Internet Marketing – This course examines the strategic use of the Internet as an interactive marketing tool. Students analyze models for increasing market effectiveness and learn strategies for evaluating and planning web sites and Internet advertising to achieve positive customer relationships.

MKTG 3740 Advertising and Promotion – A comprehensive survey of basic principles of advertising and promotion. Students are introduced to the fundamentals of Integrated Marketing Communications.

MKTG 3770 Sales Promotion – This course is designed to introduce the student to the principles and practices of sales promotion.

MKTG 3920 Applied Marketing Analysis – This course is designed to actively involve students in an applied marketing research project, working with a business, nonprofit, or government organization.

MKTG 3960 Survey of Food & CPG Industries – An intensive two-week survey of manufacturers, retailers, wholesalers, and technology firms. Company visits include presentations by industry executives and tours of facilities.

MKTG 4730 Interactive Market Strategy – This is an applied course in interactive marketing strategy development. It covers principles, methods, and applications of direct mail, catalog, telemarketing, internet and other electronic media to the selling of goods and services. Student teams develop a complete interactive marketing strategy involving research, marketing plan, media plan, creative plan and execution, and budget for current case situation.

MKTG 4760 Retail Management – This course focuses on professional management of retail companies. It addresses all levels of management responsibility within retail merchandising and store operations divisions.

MKTG 4770 Consumer Behavior - Students investigate, analyze and interpret the extensive body of research information on consumer behavior, considering both the theoretical and practical implications.

MKTG 4780 Special Topics in Marketing – Study of advanced topics within the marketing discipline. The course topic will be indicated in the student record.

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



I joined the WMU Food Marketing Board in 2005. As a graduate of the program I felt a need to contribute to a program that had helped me so much in my early career development. It is very rewarding to assist in planning curriculums, mentoring college students, helping in fund-raising efforts and to be able to interact with other leaders in the Food Industry. Western Michigan Food Marketing students are highly recruited in the industry and it is gratifying to be a part of their education and development.
Brian Haaraoja
SpartanNash

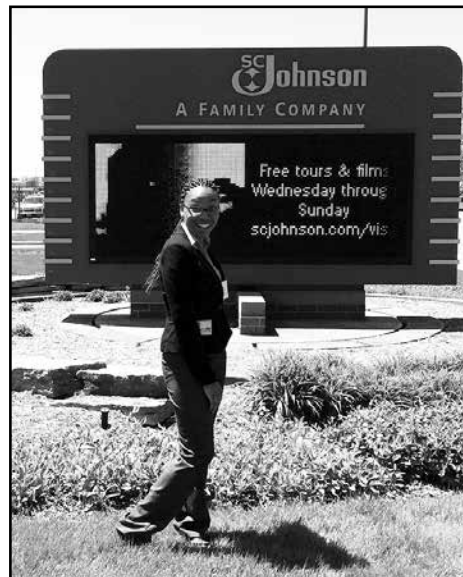
1. Western Michigan's unique Food & CPG Marketing Curriculum combines practical preparation in all aspects of food and consumer package goods marketing with cross-functional training in all business disciplines.
2. Western Michigan University is one of a select number of leading universities in the United 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!**



Emily Chochran - Kroger



Brianna Amat - Kraft Foods



Sarah Street - SC Johnson Company

Our Food & CPG Marketing Students Come with Experience!

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.



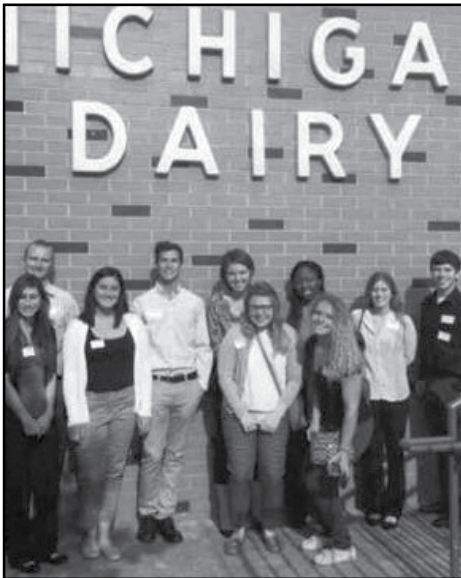
Erik Butt - Eaton



Meijer Interns



Colette Scharf - Hershey



Kroger Interns



Chase Clifford - Jewel Osco



Landon Dubes - Coca-Cola



It is an honor and my pleasure to be part of the WMU advisory board and to continue to work with the students at WMU. As a recipient of a BBA and MBA from WMU, I know firsthand how the food marketing program has been paramount to my career and my passion for the CPG industry. Volunteering my time to participate on the board and mentoring the students inspires me to think differently, continue to stretch and grow within my career and use my experience to help guide the students as my professors thankfully did for me.

Nicole Boelman
National Account Manager
Pinnacle Foods



Adam Peterson - Kellogg's



Darby Truhn - Meijer



Jackee O'Connor - Hershey



Phil Kary - SpartanNash



Valassis Communications



Bus to Cincinnati



Paul Brown Stadium in Cincinnati



Kroger Michigan Executive Team addresses students

Food Industry Tour 2015

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.



Breakfast at the Home of J.M. Smucker



P & G Corporate Archives



Abbott Nutrition



J.M. Smucker's Headquarters



Kellogg's Retail Simulation Lab



Cincinnati Red's Game



Abbott Nutrition



Coca-Cola Plant Tour



I personally benefited from our tour in so many ways. This tour has given me a clear picture as to what my life is going to look like after college, along with what type of jobs I am looking at with this degree. It has helped me learn and understand more about companies that I could potentially have the chance to work for and the varying cultures and how they treat their employees. For me this tour was truly eye opening and helped me finalize the decision to switch into Food Marketing.
Haley Wieck



At the start of this industry tour, I only knew a couple people on the trip. Now we are a large group of friends, which is going to make taking classes in the coming semesters a lot of fun. The industry tour has bene one of my best experiences in college and it is another reason why I'm glad I chose Food Marketing as my major.
Mike Tolley

Participating Firms - Industry Tour 2015 Week One

Kellogg World Headquarters
Valassis Communications
J.M. Smucker Company
Whole Foods
Coca-Cola
Procter & Gamble
Great American Ball Park
Jungle Jim's
Abbott Nutrition
Kroger Michigan Headquarters



Jungle Jim's



Smucker's Culinary Kitchen



Dave Jones of Kellogg's



Coca-Cola Plant Tour



Accenture Consulting



Kraft Foods



Sweet & Snack Expo



Constellation Brands the Art of Wine Blending



Nielsen Neuro Lab in Chicago



SC Johnson Company



Accenture Consulting



World Famous Kraft Kitchens



Diageo



Nielsen Neuro Lab in Chicago



Kraft Foods



Sweet & Snack Expo

This tour was the best decision I have made. Over the course of the two weeks, I learned about new fields of the industry I didn't know about, as well as learned about the multiple career options that are possible. This tour was very beneficial at providing an up close and personal experience with people in the industry. I learned so much about the history and culture of each company, as well as their future plan to continue to be number one in their category. I was able to make numerous connections that I can later pursue in my career. I found the Food Industry Tour very eye opening and I would definitely recommend this trip to anyone.
Samantha Oleson

Before going on the Industry Tour, I was still uncertain of what careers in my major might look like. I knew Food Marketing is what I wanted to go into; however, I had a lot of unanswered questions from a career standpoint. The industry tour opened my eyes to the many opportunities within the food industry. I also made some great friends that could last a lifetime and it excites me to know that they could be in my classes coming up this fall.
Michael Thomas

Participating Firms - Industry Tour 2015 Week Two

Accenture Consulting Innovation Center
Nielsen Neuro Research Facility
Diageo
Kraft Foods
Acosta Sales & Marketing
H-Mart Asian Markets
Sweets & Snacks Expo
Constellation Brands
SC Johnson Company
Trader Joe's
Bayer Health Care



Doug Cygan of Jewel-Osco addresses students



Super H Mart



Bayer Health Care Breakouts



Acosta Sales & Marketing

Global Business in Thailand



Study Abroad 2015

I'll never be able to thank Dr. Duke and Dr. Wagner enough for this experience that they allowed me to be a part of. This was the best month of my life; a true once in a lifetime experience. We had an endless amount of fun but Dr. Duke taught us so much about Thailand and global business along the way. I feel so lucky to have returned home with 20 new best friends.

By Stephanie Vernier



Study Abroad 2015

This trip was the most thrilling month of my life. It was such an incredible experience. I learned so many things that cannot be taught inside of the classroom and had a blast at the same time. It was truly an experience of a lifetime. Thank you so much to Dr. Duke and Dr. Wagner for making this possible.

By Rob Stevens







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.

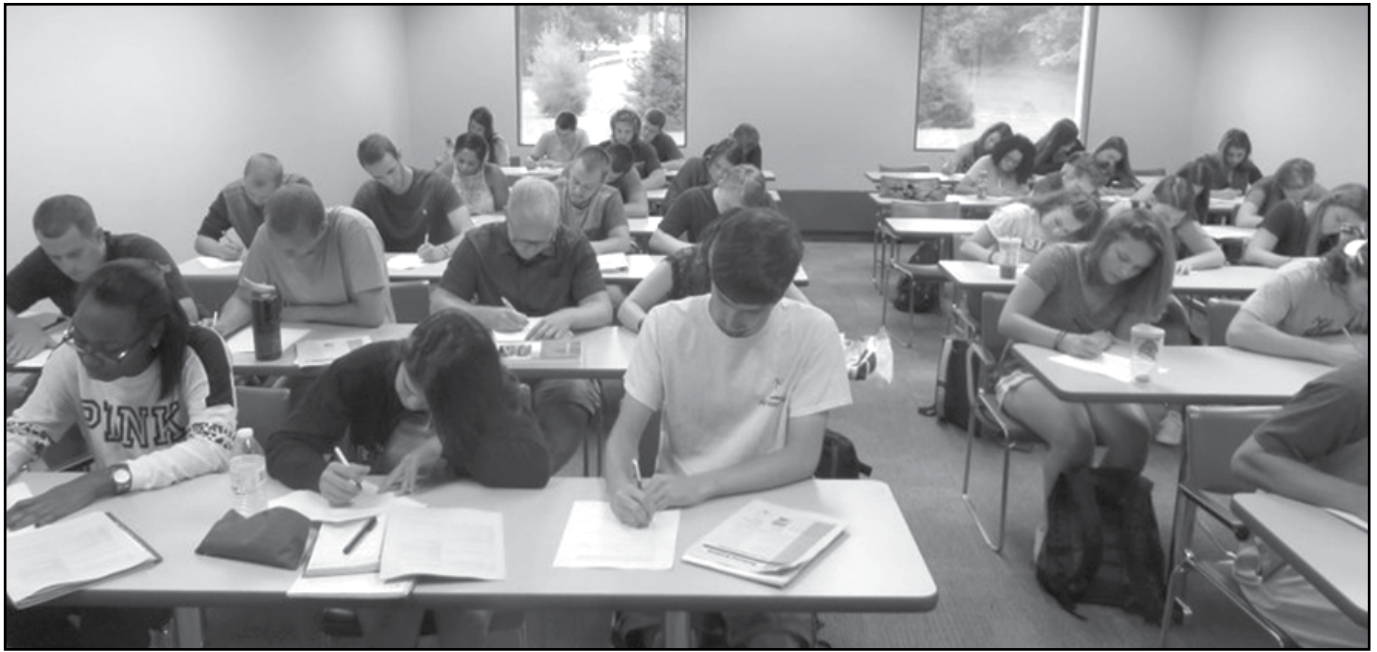


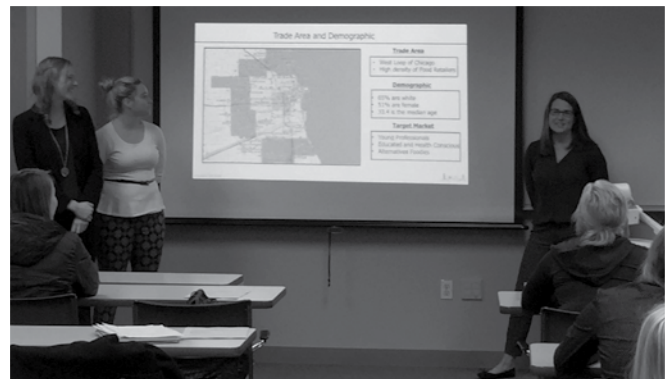
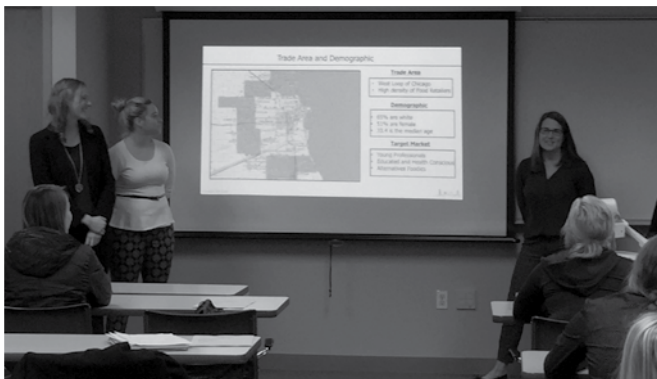
"National Grocers Association and the WMU Food Industry Advisory Board have the same goal – to identify and develop future leaders for the food retail industry. NGA is grateful to WMU for providing an excellent educational foundation for these future leaders and positioning high potential students for management positions with independent food retailers and wholesalers. NGA values the strong relationship with WMU

faculty and staff and looks forward to welcoming WMU alum into our community."

Aileen Munster
Vice President Education and Research
National Grocers Association









MKTG 4840: Marketing Logistics

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.







Students present their findings of their Category review to Retailer Clients



MKTG 4920: Category Management

Western Michigan University's food and consumer package goods marketing program has earned certification for its category management coursework from the Category Management Association.

"This certification 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.



Industry Panel observes and critiques students category findings



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





MKTG 4930: Food & CPG Sales Class

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. The highlight of the class are two student presentations made to industry professionals in a real-world office setting.





"Advantage Solutions has a firm belief in the Food Marketing Program here at Western Michigan University. From our CEO, Tanya Domier, all the way down to myself working closely with WMU to bring students from the CPG program into the real world. What an excellent program to secure students that have the desire to go into the food industry. Our organization believes very strongly in the Food Marketing Program and has showcased this by hiring numerous students up into our ACE Program....."Accelerated Career Experience." We will soon "pass the baton" to these incoming associates as they become the Future Leaders of Advantage Solutions."

Chris Bethel
Director of Sales
Advantage Solutions





MKTG 4940: Food & CPG Issues and Strategies

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 discussing a wide variety of topics.





DOG TREATS

Team 8 -
Emily Chocron
Samantha Oleson

"Treats to Trade"

"sharing a little love with your b..."

The breakfast bowl you can eat ... Anytime!

Waffle Bowls

Sweetened with a hint of all natural Truvia sugar!

MusiTreats Inc.

Waffle Bowls

Julia Massey
Sarah Street

**TEAM 1:
SWEET SNACKS**

Jud McMichael and Ali Russo

Lotus BAKERIES
SINCE 1932





Alumni Tailgate Party Homecoming 2015







"This was my second time experiencing the NGA Conference. Attending the various workshops about the future of the food industry was a great benefit that I know I will be able to apply in the classroom. Not only did I get to work behind the scenes of creating a presentation that can aid in the success of Independent Grocers, but I also got to meet other students and their perspective of where the industry will be in the future."

Jackie Gavin



NGA Convention Las Vegas, Nevada February, 2016





"The NGA competition was a great experience for me. It offered me many great opportunities such as, working with and getting to know some of the top students in the Food Marketing major, as well as networking with employers that I wouldn't have been able to meet any other way. I loved being able to work

with a team that had such diversity when it came to thought. Meeting with employers and peers from other schools really opened my eyes to the amount of competition that there is in my field of study. However, the NGA conference gave me the confidence that the Haworth College of Business and the professors are preparing me for success. I am truly grateful for the Food Marketing program and the professors for giving me the opportunity and making it a great experience for me, where I was able to grow, learn, and have fun."

Bryce Russell



"I learned a lot during the preparation of the case competition and while at the National Grocers Association and enjoyed the experience. It was interesting to watch the thought process of the team over the few months that we worked on the real life project.

Looking back at the ideas developed at the beginning to the final product shows how we were able to understand independent retailers more as the time went on. As a presenter, I learned a lot from the week before and during the conference in how much time and preparation is needed to make a project work seamlessly. Going to the National Grocers Association was an enlightening opportunity to see how the independent retailer side of the food industry works together. I look forward to using the knowledge of the case competition and the National Grocers Association in my future career."

Samantha Oleson



"It was such an honor to represent the Food Marketing Program in Las Vegas for the National Case Competition for the second time this year. The students that attended were able to directly talk to independent retailers around

the nation that meet every year for the National Grocers Association Show. After working on the Student Case Competition portion of the show for several months, I was able to take valuable information about how E-Commerce is rapidly changing the way all retailers operate. Being able to incorporate this hands on experience with our educational learning is such a great experience and opportunity that our program offers. One of the most rewarding things our team accomplished this year was working together and collaborating with industry professionals to get a well-rounded view of E-commerce."

Mariel Dehn



2015-2016 Food Marketing



| | |
|---|--------------------|
| Asparagus Club Scholarship (\$4,000) | Brianna Amat |
| Bayer ISM/FMK Scholarship (\$2,000) | Andell Gill |
| Bayer ISM/FMK Scholarship (\$2,000) | Justin Giola |
| Craig Sturken Scholarship (\$1,000) | Nathan Bonney |
| Craig Sturken Scholarship (\$1,000) | Joseph Goss |
| Craig Sturken Scholarship (\$1,000) | Logan Smith |
| Daymon Worldwide Platinum Sponsor Scholarship (\$2,000) | Stephanie Vernier |
| Distinguished Order of Zerocrats Scholarship (\$1,000) | Landon Dubes |
| Distinguished Order of Zerocrats Scholarship (\$1,000) | Justin Eddy |
| Dorothy J. and Clinton J. Christoff (\$2,500) | Jacob Crowell |
| Dorothy J. and Clinton J. Christoff (\$1,000) | Alec Pearson |
| Dorothy J. and Clinton J. Christoff (\$2,500) | Nathan Pingel |
| Dorothy J. and Clinton J. Christoff (\$2,000) | Caroline Aleck |
| Dorothy J. and Clinton J. Christoff (\$1,000) | Luther Sly |
| Dorothy J. and Clinton J. Christoff (\$2,500) | Sarah Street |
| Dorothy J. and Clinton J. Christoff (\$2,500) | Haley Weick |
| Felpausch Scholarship (\$1,500) | Lauren Petty |
| Food Marketing Program Scholarship (\$500) | Caroline Aleck |
| Food Marketing Program Scholarship (\$500) | Kaleb Carlson |
| Food Marketing Program Scholarship (\$500) | Emily Chocron |
| Food Marketing Program Scholarship (\$500) | Ryan DeClercq |
| Food Marketing Program Scholarship (\$500) | Jackie Gavin |
| Food Marketing Program Scholarship (\$500) | Andell Gill |
| Food Marketing Program Scholarship (\$500) | Justin Giola |
| Food Marketing Program Scholarship (\$500) | Matt Lukens |
| Food Marketing Program Scholarship (\$500) | Ali Russo |
| Food Marketing Program Scholarship (\$500) | Tim Sundberg |
| Gambino Leadership Scholarship (\$2,000) | Tim Sundberg |
| Grocery Manufacturers Representatives (\$1,500) | Brianna Amat |
| Haribo Platinum Sponsor Scholarship (\$2,000) | Angela Finkelstine |
| Hormel Food Marketing Scholarship (\$1,000) | Chase Clifford |

Scholarship Recipients

| | |
|---|--------------------|
| International Foodservice Manufacturers Association (\$5,000) | Brianna Amat |
| International Foodservice Manufacturers Association (\$5,000) | Darby Truhn |
| International Gold & Silver Plate Society Stipend (\$1,000) | Kara Hagg |
| J.M. Smucker Platinum Sponsor Scholarship (\$2,000) | Spencer Birch |
| Jules Englander Scholarship (\$1,000) | Christine Kokkales |
| Julie Kravitz Memorial Scholarship (\$2,000) | Paige Koning |
| Julie Kravitz Memorial Scholarship (\$2,000) | Justin Wing |
| Kellogg's Food Marketing Fellow (\$4,000) | Mariel Dehn |
| Kellogg's Food Marketing Fellow (\$3,500) | Adam Peterson |
| Kellogg's Food Marketing Fellow (\$4,000) | Robert Stevens |
| Kellogg Platinum Sponsor Scholarship (\$2,000) | Kim Laurent |
| Kraft Platinum Sponsor Scholarship (\$2,000) | Justin Eddy |
| Kroger Platinum Sponsor Scholarship (\$2,000) | Matthew Lukens |
| Learning Evolution Platinum Sponsor (\$2,000) | Paul Sontag |
| Meijer Platinum Sponsor Scholarship (\$2,000) | Judson McMichael |
| Mondelez Platinum Sponsor Scholarship (\$2,000) | Samantha Oleson |
| NeoGrid Platinum Sponsor Scholarship (\$2,000) | Ali Russo |
| Network of Executive Women Scholarship (\$3,500) | Brianna Amat |
| NGA Thomas J. Zaucha Scholarship (\$2,000) | Darby Truhn |
| Patrick M. Quinn Scholarship (\$1,000) | Caitlynn Griffin |
| Patrick M. Quinn Scholarship (\$1,000) | Phil Kary |
| Patrick M. Quinn Scholarship (\$1,500) | Patrick Rapson |
| Paul Felice Scholarship (\$1,500) | Alyson Delaney |
| Pepsico Platinum Sponsor Scholarship (\$2,000) | Luther Sly |
| Procter & Gamble Platinum Sponsor Scholarship (\$2,000) | Emily Chocron |
| Richard Neschich Food Marketing Scholarship (\$2,500) | Jackie Gavin |
| Sid Brooks Scholarship (\$1,000) | Ben Keller |
| Sid Brooks Scholarship (\$1,000) | Steven Moser |
| SpartanNash Platinum Sponsor Scholarship (\$2,000) | Alec Pearson |
| William O. Haynes Scholarship (\$1,000) | Kelli Hart |





2015-2016 Food Marketing Scholarship Recipients



Marcel Zondag, WMU with Spencer Birch



Kimberly Laurent with Phil Straniero, WMU



Kenneth Coleman, Kroger with Matthew Lukens



Brianna Amat with Joy Nichols, JN Retail Connections



Jacob Crowell with Wendell Christoff, Litehouse



Emily Chocron with Peter McSorely, Procter & Gamble



Judson McMichael with Michael Ross, Meijer



Justin Eddy with Chris Bethel, Advantage Solutions



Darby Truhn with Tom Zatina, McLane



Paul Sontag with Scott Matthews, Learning Evolution



Jack Kelly, GMR, Brianna Amat and Sandy Kinney



Andell Gill with Mushtaq Luqmani, WMU



Samantha Oleson with Jon Bardsley, Mondelez



Sarah Street with Wendell Christoff, Litehouse



Phillip Kary with Brian Haaraoja, SpartanNash



Jacqueline Gavin with Mary Neschich



Frank Gambino, WMU with Tim Sundberg



Adam Peterson with Phil Straniero, WMU

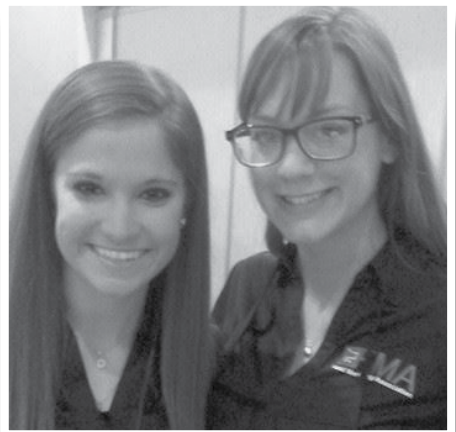
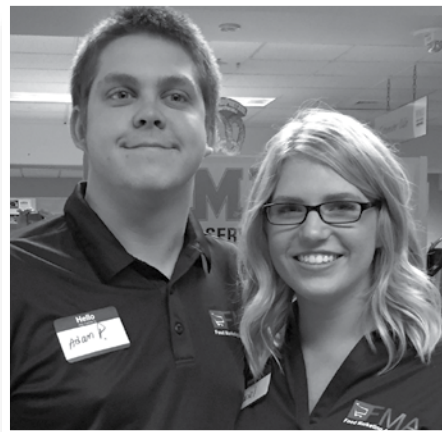


About The Food Marketing Association

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.





Food & CPG Marketing Students



Michael Adelizzi

Michael is a junior in the Food and Consumer Package Goods Marketing Program with a minor in General Business. He plans on graduating in Spring of 2017. Michael is a member of the Food Marketing Association and attends weekly meetings. He engages in activities such as intramural soccer and community service at the Department of Human Services in Kalamazoo. Michael is currently seeking an internship for the Summer of 2016.



Candi Adkins

Candi is a senior majoring Food and Consumer Package Goods Marketing with a double minor in Business and Economics. She is involved with the Food Marketing Association. Candi has volunteered with Project Impact 100th Volunteer Event with focus Kalamazoo. She will be attending the Food Marketing Tour in May. This summer, she will be completing an internship with Save-A-Lot which is part of Carol Foods Inc. Candi will be graduating in April 2017.



Caroline Aleck

Caroline is currently a senior at Western Michigan University majoring in Food and Consumer Packaged Goods Marketing and Spanish along with a minor in General Business. This past Fall, Caroline concentrated on her Spanish Studies by studying abroad at the University of Burgos in Spain. Throughout her collegiate career, Caroline was a member and captain of the Women's Tennis Team and is now the Volunteer Assistant for the Spring Semester. This past summer, Caroline was a global marketing intern with the Kellogg Company. Caroline is an active member of the Food Marketing Association.



James Allen

James is a senior at Western Michigan University majoring in Food and Consumer Package Goods Marketing. He has made the Dean's list and has volunteered for Michigan Blood, the annual 5K run on campus, as well as helping out with Health and Services. James is a member of the Food Marketing Association, and completed an Internship with Ed Miniat Inc.



McKenzie Allen

McKenzie Allen is a junior in Food and Consumer Packaged Goods Marketing with a minor in Merchandising. She is an active member in the Food Marketing Association. McKenzie manages to work 45 hours a week as a restaurant manager, along with going to school full time. McKenzie is passionate and knowledgeable about organic and natural living which she would like to utilize in her career in the marketing industry.

Food & CPG Marketing Students

Lauren Almeranti

Lauren is a junior in the Food and Consumer Packaged Goods Marketing Program with a minor in General Business. She is a Lee Honors College student and has been on the Dean's List for the past five semesters. She is a member of the Sigma Alpha Lambda Honors Fraternity and the Golden Key International Honors Society. She is a committee member of the Food Marketing Association and plans to pursue higher leadership positions within the organization. She has volunteered extensively with the Baldwin Center in Pontiac, Michigan and has volunteered with the Dearborn Animal Shelter. Lauren has experience with event promotions, photography and artist relations. She currently works at Bell's Brewery in their Eccentric Café.



Brianna Amat

Brianna is a senior majoring in Food and Consumer Packaged Goods Marketing with minor in General Business. She is the President of the Food Marketing Association and also received the Haworth College of Business Trailblazer of the Year award in 2015. In 2014, Brianna was on the National Grocers Association Case Competition team that won first place. She also is a Medallion Scholar and has been on the Dean's List since 2012. Brianna has interned at the J.M. Smucker Company and also the Kraft-Heinz Company. In her spare time, she has volunteered with Habitat for Humanity, American Red Cross, and the United Way. Brianna is this year's Presidential Scholar. She will be graduating in April 2016.



Cody Anderson

Cody is a junior in the Food and Consumer Package Goods Marketing Program at Western Michigan University and will be graduating in December of 2017. While at WMU, Cody has been on the Dean's list each semester. He is a member of the Food Marketing Association and currently holds a part-time job while being a full-time student. He was previously an assistant varsity basketball coach for his high school and has been a part of the Junior Hoops program held in his hometown.



Lexi Bailey

Lexi is a senior in the Food and Consumer Package Goods Marketing Program graduating in December 2016. She has been on the Deans List since joining the Haworth College of Business and is a member of the Food Marketing Association. Lexi has served as Alpha Phi fraternity's Vice President and still remains an active member. Lexi's volunteer experience includes raising money for American Heart Association, the Alpha Phi foundation and women's cardiac care. She will be interning with Kroger in Summer 2016. Lexi is a recipient of the Presidential Silver Scholarship.



Tyler Barnum

Tyler is a senior majoring in Food and Consumer Package Goods Marketing and recently completed a retail internship with Aunt Millie's Bakeries. Tyler is now the Lead Merchandiser for Aunt Millie's and looking forward to pursuing a career in marketing. His training and experience in management and merchandising, as well as four years of retail and customer service experience, has prepared him to effectively analyze industry information and contribute immediately upon graduation.



Food & CPG Marketing Students



Cooper Beach

Cooper is a senior in the Food and Consumer Package Goods Marketing major and will be graduating in December of this year. During his time at Western Michigan University he has been an active member of the Food Marketing Association. He is currently employed at a local restaurant with 8 years of food service industry experience, balancing almost a full time work schedule while being a full time student. He coaches bowling at a local Special Olympics organization. For his future he is interested in the food service, sales and distribution fields.



Daniel Besser

Danny is a junior at Western Michigan University majoring in Food and Consumer Packaged Goods Marketing with a minor in Business Analytics. While at WMU, he has been on the Dean's list each semester and was selected to receive the Western Edge Scholarship. Currently, he is a member of Lambda Chi Alpha Fraternity where he serves as the chapter's Academic and Scholarship Chair. He also serves as the President of the Interfraternity Council at WMU. Danny is also a member of the Food Marketing Association. Recently, he has accepted a summer internship with Meijer and their merchandising team. Danny will be graduating in Spring 2017.



Spencer Birch

Spencer is a junior in the Food and Consumer Packaged Goods Marketing Program. He is an executive board member of the Food Marketing Association. This past summer, Spencer studied abroad in Thailand. In March, Spencer attended the 2016 National Grocers Association Case Competition held in Las Vegas. Spencer plans to graduate in Spring of 2017.



Rachel Blankenship

Rachel is pursuing a degree in Food and Consumer Packaged Goods Marketing. She is a member of the Food Marketing Association and spends a lot of her time volunteering at various charities in Michigan. This past summer, Rachel had the opportunity to intern with Kroger. She received the Distinguished Order of Zerocrats Scholarship for the 2015-16 school year and is graduating in April of 2016.



Nathan Bonney

Nathan is a senior in the Food and Consumer Packaged Goods Marketing Program. He has been on the Dean's List and is an active member of the Food Marketing Program. Nate has completed an internship at Jewel-Osco. He received the Craig Sturken Scholarship for the 2015-16 school year and plans to graduate this April.

Food & CPG Marketing Students

Madison Bonofiglio

Madison is a junior majoring in Food and Consumer Packaged Goods Marketing with a minor in Accounting and General Business. She will graduate Fall 2017. She was on the Varsity Division 1 Gymnastics team at Western Michigan University for her freshman and sophomore years. She has also been on the Dean's List Freshman and junior year. She is a member of the Food Marketing Association and has volunteered with SPCA of southwest Michigan.



Hunter Born

Hunter is a freshman majoring in Food and Consumer Packaged Goods Marketing and Integrated Supply Chain Management. Since being at Western Michigan University, he has earned Dean's List honors. He is also an active member in Sigma Phi Epsilon Fraternity, the Food Marketing Association, and a member of Alpha Lambda Delta Honors Society.



Shannon Breault

Shannon is a junior at Western Michigan University. She is majoring in Food and Consumer Package Goods Marketing. She is an assistant manager at Wally's Subs. Shannon is a member of the Food Marketing Association.



Natalie Bryniczka

Natalie is a junior studying Food and Consumer Package Goods Marketing with a minor in communication. She plans to graduate in April 2017. She has been on the Dean's list since her first semester, received the Presidential Silver Scholarship award and is a member of the Alpha Lambda Delta Honor's Society. She is a member of the Food Marketing Association and Delta Zeta Sorority, where she has served on many committees. Her volunteer work includes giving back to Delta Zeta's national philanthropies, Speech & Hearing and the Painted Turtle Camp. Natalie has accepted an internship for Summer of 2016 with Meijer.

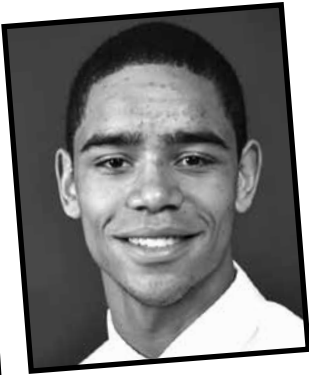


Erik Butt

Erik is a senior, majoring in the Food and Consumer Package Goods Marketing Program, graduating in April 2016. While at WMU he has earned recognition on the Dean's List for outstanding academic performance as well as scholarships for his study abroad experience. He has worked within the Marketing Communications Department at Eaton Corporation for the final year and a half of his college career. Splitting time between school and working in a marketing department for a Fortune 500 company has not only taught him skills in time management, but also many facets of product marketing, supplier management, and customer relationship management.



Food & CPG Marketing Students



Brandon Bye

Brandon is a sophomore at WMU, double majoring in Food and Consumer Package Goods Marketing Program and Integrated Supply Chain Management, and will graduate in the Spring of 2018. All of the first three semesters at WMU, he has made the Dean's List along with receiving two varsity letters participating on the men's soccer team. In addition to these accomplishments, he has been an Academic All-Conference athlete (2-years) and named to the select group of All Mid-American Conference Distinguished Athletes for the 2015 season. Brandon is a member of the Food Marketing Association and Business Externship Program while volunteering for Western Michigan University youth and prospect soccer camps.



Matthew Cain

Matthew is a sophomore studying Food and Consumer Package Good Marketing. He recently joined the Food Marketing Association. He is a member of Phi Kappa Phi fraternity where he has held several positions and been on multiple committees. He was a Fall Welcome Ambassador, an associate member of Best Buddies and volunteers with the Ability Experience.



Kaleb Carlson

Kaleb majored in Food and Consumer Package Goods Marketing and was an active member of the Food Marketing Association. In 2015, Kaleb interned at H.T. Hackney as a purchasing intern. He received the Food Marketing Program Scholarship this past fall. Kaleb graduated in December.



Lauren Carroll

Lauren is a junior double majoring in Food and Consumer Package Goods Marketing Program and Music, planning to graduate in Spring of 2018. She has received scholarships from Ford Motor Company and the WMU School of Music, and has been on the Dean's list for 4 semesters. She currently serves as treasurer of Sigma Alpha Iota- international music fraternity, and is a member of the Food Marketing Association. She frequently donates her time and efforts through Sigma Alpha Iota in the form of monitoring campus computer labs and ushering concerts throughout the year. Lauren will be interning this summer with SC Johnson doing Sales and Marketing work.



Emily Chocron

Emily is a senior pursuing a degree in Food and Consumer Packaged Goods Marketing. Emily was the Vice President of Community Service on the Food Marketing Association Executive Board in the Fall of 2015. This past summer, Emily completed an internship with Kroger and she also studied abroad in Thailand. Emily volunteered as a tutor for elementary school kids in Kalamazoo area and was a Co-Captain for Relay for Life this past year. She received the Proctor & Gamble Platinum Sponsor Scholarship for the 2015-16 school year and is graduating in the Summer of 2016.

Food & CPG Marketing Students

Chase Clifford

Chase is a senior studying Food and Consumer Packaged Goods Marketing. Chase has been on the Dean's List for all of his semesters at WMU. He runs an Amazon business where he conducted over \$100,000 in sales in 2013. This past summer, he completed an internship at All Phase Electric in Benton Harbor, Michigan. Chase received the Hormel Food Marketing Scholarship for the 2015-16 school year and is planning to graduate in April.



Jacob Crowell

Jacob is a junior in the Food and Consumer Package Goods Marketing program with an expected graduation date of April 2017. He has received recognition on the dean's list for each semester of his college career at Western. Jacob has been very active in the Food Marketing program as well as the Food Marketing Association where he was Vice President of Social Events on the program's student-lead executive board. He currently works as an intern at Kellogg in Battle Creek, and spends some of his free time volunteering at his church where he plays guitar a couple of times a month.



Ryan DeClercq

Ryan is a senior pursuing a degree in the Food and Consumer Packaged Goods Marketing Program with a minor in General Business. He has been on the Dean's list in 2014 & 2015. Ryan is a member of the Food Marketing Association and has had an internship at H.T. Hackney and Meijer. Ryan graduated in December 2015, and accepted a full time position with Meijer.



Mariel Dehn

Mariel is a junior studying Food and Consumer Packaged Goods Marketing with a minor in Business Analytics. She is an active member of the Food Marketing Association, where she has held various Executive Board roles. She has been on the Dean's List for all of her semesters at Western, and is a part of the Lee Honors College. In 2015 and 2016, Mariel was on the National Grocers Association Case Competition Team. This past summer, she was an intern at Kroger, and is interning at Hormel for this upcoming summer. Mariel plans on graduating in April of 2017.



Alyson Delaney

Alyson is a senior studying Food and Consumer Package Goods Marketing and Finance. She has been on the Dean's List multiple times, received the Paul Felice Scholarship this year, and was a recipient of a Food Marketing Program Scholarship last year. Alyson is involved in various student organization including the Food Marketing Association, Alpha Xi Delta, Order of Omega, Drive Safe Kalamazoo, Sigma Alpha Lambda National Honors and Leadership Fraternity. This past summer Alyson interned with Meijer. After her graduation in April, Alyson will begin her career with Abbott in their Retail Development Program.



Food & CPG Marketing Students



Jennifer Delaney

Jennifer is a junior at Western Michigan University currently studying Food and Consumer Package Goods Marketing. Entering college, Jennifer participated as a member of the Delta Zeta sorority where she volunteered for multiple charities, including Delta Zeta's philanthropy, the Painted Turtle Foundation. In her free time, she volunteers at Willow House where she helps families who are going through grieving the loss of a loved one. She recently became a member of the Food Marketing Association. Jennifer will graduate in Fall of 2017.



Samantha Downs

Samantha is a junior majoring in Food and Consumer Package Goods Marketing and will be graduating in Spring 2017. She has volunteered with the program Best Buddies and has started her own RSO where she knits scarves and hats and donates them to hospitals. She is involved in the Food Marketing Association and currently works as an employee at the Western Michigan University Bookstore. This summer she will be interning at Jewel- Osco.



Landon Dubes

Landon is a senior with a double major in Food and Consumer Packaged Marketing and Integrated Supply Management with a minor in Accountancy. He plans to graduate in 2016. Landon has been on the Dean's List from 2011-2015. He is a member of the Bronco Force, the Food Marketing Association, and a student member of the Institute of Supply Management. Landon had a supply chain internship at Poly-Wood, Inc. in 2015. In his spare time, Landon is a referee for the Rockford Rocket Football.



Thomas Dulmage

Tom is a junior at Western Michigan University studying Food and Consumer Packaged Goods Marketing. He is a member of Alpha Tau Omega National Leadership Fraternity and has held executive board positions. Tom's volunteer experience includes camping out to raise money for Habitat for Humanity through Alpha Tau Omega's yearly "Campus Campout," annual Boy Scouts of America road clean-ups, and the WMU Mud Volleyball Tournament to raise money for The Water Project, which works to provide clean drinking water in Africa. He is also a member of the Food Marketing Association, expecting to graduate in Spring of 2017.



Justin Eddy

Justin is a senior majoring in Food and Consumer Packaged Goods Marketing and minoring in general business. Justin is an intern for the WMU LeadCorp which is a leadership development program on campus, President of the Pi Kappa Alpha Fraternity, and was Vice President of Communications for the Food Marketing Association last Fall. He has served as a First Year Seminar Instructor, Orientation Student Leader, and Student Orientation Coordinator at WMU. Justin was a recipient of the 2014 Golden Broncos Scholarly Student Leader Award, and the 2015 Who's Who In American Colleges and Universities Award. Last summer, he had an internship with The Kraft Heinz Company and is graduating in Spring of 2016.

Food & CPG Marketing Students

Samantha Elias

Samantha is a junior in the Food and Consumer Package Goods Marketing Program and will be graduating Spring 2017. She has helped start an RSO where she knits scarves and hats and donates them to hospitals. She is involved in the Food Marketing Association, and currently holds a position on Executive board as the Social Media Director. Samantha also works at the Schneider Café. This summer she will be interning the summer marketing program at Kroger.



Savanna Everett

Savanna is a junior studying Food and Consumer Packaged Goods Marketing graduating in April 2017. She is a part of the the Martin Luther King Jr. Academy and Lee Honors College as well as Alpha Lambda Delta Honor Society. While at Western, Savanna has made the Dean's List from Fall 2013-Fall 2014. She is the Chapter Secretary and active member of Lambda Theta Alpha Latin Sorority, Inc. and an executive board member of the Food Marketing Association. She has participated in two Alternative Spring Break trips and has coordinated several St. Jude Children's Research Hospital fundraisers. She has accepted an internship with Abbott Nutrition for Summer of 2016.



Joel Eyrich

Joel is a junior double majoring in Food and Consumer Package Goods Marketing and Integrated Supply Management. He was awarded the Silver Presidential Scholarship as an incoming first year student. Joel has been on the Dean's List since Fall Semester 2013. He was selected from the ISM program to receive two scholarships for the 2015-2016 academic year. Joel is a member of FMA, APICS and is the VP and co-founder of the Business Connections Club. This summer, Joel will be a supply chain intern for Abbott Laboratories. Joel will graduate in April 2017.



Anthony Facca

Anthony is a senior at Western Michigan University studying Food and Consumer Packaged Goods Marketing with a minor in General Business. He has repeatedly been on the Dean's list and will graduate April 2016. Anthony is involved on campus with the Food Marketing Association and many intramural sports. In the summer of 2015 he completed an internship with Jewel-Osco working as a management trainee. Also, Anthony has helped in the community by volunteering with organizations such as, Drive Safe Kalamazoo and Tomorrow's Child/Michigan Sudden Infant Death Syndrome.



Angela Finkelstine

Angela is a senior in the Food and Consumer Packaged Foods Marketing Program with a minor in General Business. Angela is a member of Food Marketing Association. This summer, she worked as a Cost Management Intern for Kroger at their Corporate Headquarters in Cincinnati. Angela has been on the Dean's List multiple times. She is graduating this April.



Food & CPG Marketing Students



Weston Frye

Weston is a junior double major in Food and Consumer Package Goods Marketing and Integrated Supply Management. He has been on the dean's list since 2014 and is expected to graduate in Spring of 2018. He is also a member of the Food Marketing Association. Weston plans to study abroad in Thailand during the summer of 2016 where he will be studying International Business and Culture. He has also volunteered multiple times with Kalamazoo Community Mental Health in the past working Special Olympics events. Weston is a recipient of the Haenicke Institute for Global Education Study Abroad Scholarship.



Zachary Flint

Zach is a senior studying Food and Consumer Packaged Goods Marketing. While at Western Michigan University, he has been on the Dean's list and competed in multiple intramural sports. Zac is the captain of both a winning men's and co-rec football team and a member of a co-rec volleyball team. He recently accepted an internship with Kroger for Summer of 2016. He is also an active member of the Food Marketing Association and will graduate in December of 2016.



Joshua Gardner

Joshua is in his first year in the Food and Consumer Package Goods Marketing Program at the Haworth College of Business. His studies have given him an interest in retail marketing and merchandising and market research. He has been named to the Dean's List every semester he has been enrolled at Western Michigan University. Joshua is a member of the Food Marketing Association and the Tau Sigma National Honor Society. He not only takes an interest in his studies but also shows an interest in his community by volunteering with organizations like Michigan Blood and several arts organizations in the Grand Rapids area. He plans to graduate in December 2017.



Jacqueline Garin

Jackie is a junior from Chicago, Illinois studying Food and Consumer Packaged Goods Marketing with a minor in Business Analytics. She has been a member of the Food Marketing Association since freshman year, and has been on the Food Marketing Association Executive Board since 2014. Jackie works as the student assistant to Lisa Youtzy, the Food Marketing Program Coordinator. This summer, Jackie will be studying abroad in Thailand. Upon returning, she is looking forward to her Retail Sales internship with Abbott Nutrition. She will be graduating in April of 2017.



Andell Gill

Andell is a senior and double major in Food and Consumer Packaged Goods Marketing and Integrated Supply Management with a minor Business Analytics. He will graduate Fall 2016. He has been on Dean's List for his entire time at WMU. He is also the recipient of the Real LIFE 101 Scholarship, Bayer Health Care Scholarship, DPS Compact Scholarship and the Food & CPG Marketing Program Scholarship. Andell is involved with APICS, FMA and is the president of Phi Chi Theta. He has volunteered with American Red Cross, Kalamazoo Gospel Mission and many more. Andell has interned with Stryker in several roles.

Food & CPG Marketing Students

Justin Giola

Justin is a senior double majoring in Food and Consumer Packaged Goods Marketing and Integrated Supply Management. While at Western Michigan University, he has earned a place on the Dean's list each semester and was selected as a finalist for the Richter Scholarship. He is the member of the Food Marketing Association, APICS and Delta Sigma Pi, where he has held multiple leadership positions. Justin has completed internships at Buz.fm, Crestmark Bank, Eaton Corporation, and Stryker Medical. Upon graduating in April, he will work full time at Stryker Medical as an International Logistics Analyst.



Joseph Goss

Joey is a senior studying Food and Marketing and Consumer Packaged Goods Marketing with a minor in Economics. He is a member of Sigma Phi Epsilon Fraternity where he has held various executive positions including social chair, recruitment guide and planned numerous events. He has volunteered numerous times for the Big Brothers and Big Sisters Program as well as setting up numerous blood drives for Michigan Blood. He recently completed an internship with Frito Lay as a Sales Representative. Joey is also a member in the Food Marketing Association and will be graduating in April.



Caitlynn Griffin

Caitlynn is a senior in the Food and Consumer Packaged Goods Marketing Program. She has been on the Dean's List, and is a member of the Chi Omega Fraternity, Rho Gamma, Alpha Lambda Delta Honors Fraternity, Order of Omega and the Food Marketing Association. Caitlyn's volunteer experience includes serving food to those in need at Kalamazoo Gospel Mission, raising money for the Make-A-Wish Foundation, and completing two volunteer trips with Alternative Bronco Breaks. Caitlyn completed an internship with Mondelez International last summer and will be graduating this Spring.



Kara Hagg

Kara is a senior double majoring in Food and Consumer Package Goods Marketing and Integrated Supply Chain Management.. She has been on the Dean's List for both semesters in the 2014-2015 school year, and awarded the Haworth College of Business merit scholarship along with the International Gold and Silver Plate Society Stipend. Kara is currently a member of the Food Marketing Association and expects to graduate Fall 2016. Kara was on the National Grocers Association Case Competition Team in 2016. Most of Kara's time spent away from campus consists of working full time in the food industry with a management position. Kara will be interning Summer of 2016 at Stryker Medical working in Supply Chain.



Sarah Hamilton

Sarah is a senior studying Food Marketing and Consumer Packaged Goods with a minor in economics. She is an active member of the Food Marketing Association and former president of the Merchandising Opportunities and Design Association in which she facilitated over 100 students and gave back to the Kalamazoo community by sharing the organizations profits with local charities. She is going on her third year working for Red Bull as a Student Brand Manager, where she has ultimately demonstrated her success by gaining the first ever Red Bull point of sale on Western Michigan's campus.



Food & CPG Marketing Students



Amber Hardy

Amber is a sophomore majoring in Food and Consumer Package Goods Marketing. She is a member of TRiO, the WMU Alpine Team and has recently been chosen to become the Student Supervisor at WMU's Admissions Office. She has volunteered with the American Red Cross, and multiple community activities through TRiO. Amber will be graduating in Fall 2018.



Kelli Hart

Kelli graduated in December from the Food and Consumer Packaged Goods Marketing Program. For the past two years, she had been a member of the Food Marketing Association. Kelli was on the Dean's list throughout her time at Western. Kelli was an active member of DECA and competed in DECA's Nationals in California. This past summer, Kelli interned with Abbott Nutrition in Bentonville Arkansas, where she accepted a full time position.



Evan Hatchard

Evan is a junior at Western Michigan University studying Food and Consumer Packaged Goods Marketing with a minor in management. He will graduate in Spring of 2017. He is an active member of Phi Chi Theta Fraternity where he has been elected Professional Development chair for two semesters, planning multiple professional events. He has volunteered numerous times for Habitat for Humanity, Alamo Nursing Home, and two church mission trips.



Andrew Jacobson

Andrew is a junior studying Food and Consumer Package Goods Marketing with a general business minor. He is a member of the Food Marketing Association as well as a co-captain of two intramural flag football teams. He has worked the past three summers at Precision Motor Transport Group as a Document Imaging Specialist. He had been a past member of ACTION Volunteer Club and plans on working an internship over the course of summer 2016. He plans to graduate in May of 2017.



Evan Jex

Evan is a junior at Western Michigan University majoring in Food and Consumer Package Goods Marketing, graduating in April 2017. During his time at WMU Evan has maintained a 3.0 GPA. Evan is a member of the Food Marketing Association and has done volunteer work for the Humane Society of St. Clair County and the Port Huron Minor Hockey Association. Evan is actively pursuing an internship within the food marketing and retailing industry.

Food & CPG Marketing Students

Allyson Johnson

Allyson is a senior in the Food and Consumer Package Goods Marketing Program with a minor in Spanish. While at WMU, she has earned Dean's List standing multiple times. Allyson is a member of the Food Marketing Association and Delta Sigma Phi where she has held many leadership positions. Allyson completed a Marketing Internship with NSK Steering Systems America, Inc. and will work as a Sales Intern in Summer 2016 with The Kellogg Company. She has volunteered with Adopt A Family, Michigan Blood, Drive Safe Kalamazoo, and Making Strides Against Breast Cancer.



Phillip Kary

Phillip is a senior majoring in Food and Consumer Packaged Goods Marketing with a minor in Business Analytics. Phillip was a second year Resident Assistant on campus as well as Creative Director of the Food Marketing Association for a second year. So far, Phillip has had two internships and is looking forward to a third with SC Johnson this summer. During his free time, Phillip is very involved with campus activities helping create an inclusive enjoyment for the university and enjoys working with United Way where he recently helped build a playground for inner city schools in Michigan. Phillip is expecting to graduate in December 2016.



Ben Keller

Ben is a senior double majoring in Food and Consumer Packaged Goods Marketing and Integrated Supply Management with a focus on international food distribution. He is a member of the Food Marketing Association and APICS, both networking and career advancement associations at Haworth College of Business. Ben volunteers on campus with Career Fair Nights, and at Habitat for Humanity. This past summer, he went on a study abroad trip to Thailand to study international Business. Ben plans to graduate in 2016.



Scott Keller

Scott is currently a senior at WMU and is majoring in Food and Consumer Package Goods Marketing with a General Business minor. He is also a member of the Food Marketing Association. Aside from having externships at Steelcase and Amway in Grand Rapids Michigan, he has 2 years of previous work experience in customer service at Eaton Corporation, along with several years of experience as a CAD Designer in the Kalamazoo area. He has also enjoyed volunteering his time at the Kalamazoo Nature Center. Scott plans to graduate in April of 2016.



Taryn Knop

Taryn is a sophomore majoring in Food and Consumer Package Goods Marketing considering a minor in management. She has been on the Dean's List two out of her three semesters here at Western Michigan. She is a member of the Food Marketing Association. She volunteers at Loaves and Fishes. Taryn's expected graduation date is Spring 2018.



Food & CPG Marketing Students



Bradley Kochheiser

Brad is a sophomore majoring in Food and Consumer Package Goods Marketing, and is scheduled to graduate in Spring 2018. He made the Dean's list in Fall of 2014. Brad has spent time volunteering with Best Buddies and the Special Olympics. He has also completed externships with Bayer HealthCare and Eliason Corporation. Brad is involved with the Student Leadership Advisory Board in the Haworth College of Business, the Food Marketing Association, and he serves as secretary for Pi Kappa Phi.



Christine Kokkales

Christine is a senior in the Food and Consumer Packaged Goods Marketing Program. She is a member of the Food Marketing Association. Christine has completed a management internship at Jewel-Osco in Chicago. This past fall, Christine studied abroad in Italy through the CIMBA program. She received the Jules Englander Scholarship for the 2015-16 school year and is graduating in Spring 2016.



Paige Koning

Paige is a senior in the Food and Consumer Packaged Good Marketing program with a minor in General Business. Paige has been on the Deans list every semester. She is a member of the Food Marketing Association with plans on graduating Fall of 2016. She has recently completed a 7 month co-op at The Hershey Company working as a full time employee in the Sales/IDP departments. Paige has been coaching the Gull Lake Equestrian Team and volunteering at Little Miracles Preschool and The Milton Hershey School.



Eric Koslosky

Eric is a junior majoring in Food and Consumer Packaged Goods Marketing and minoring in economics and audio engineering. Eric has been on the Dean's List and is a member of American Marketing Association along with the Food Marketing Association. Eric will graduate in Spring 2017.



Benjamin Kotz

Benjamin, is a junior at Western Michigan University, with plans to graduate in the Spring of 2017, with a degree in Food and Consumer Package Goods Marketing and a minor in Business Analytics. He is currently involved with the Food Marketing Association and currently also looking for an Internship.

Food & CPG Marketing Students

John Landou

John is a junior majoring in Food and Consumer Packaged Goods Marketing. He will be graduating in Spring 2017. He is a member of the Food Marketing Association, and is very active in intramurals. John has volunteered with Relay for Life, Beat Cancer with Tom and Bill, and working with his soccer club helping coach young children. John has received the Presidential Silver Scholarship. He has completed an externship with Total Quality Logistics.



Kimberly Laurent

Kim is a senior studying Food and Consumer Packaged Goods Marketing with a minor in Communications. She is an active member of the Food Marketing Association, Alpha Lambda Delta Honors Society, and Sigma Gamma Rho Sorority, Inc. Kim was the 2015 WMU Homecoming Queen. Also on campus, Kim has served as a First-Year Student Seminar Instructor, Fall Welcome Ambassador, Orientation Student Leader, and an Admissions Tour Guide. Currently she is interning at Kellogg Company in the Category Management department where she focuses on analyzing data and category reviews. Kim volunteers with the Kalamazoo Gospel Mission.



Mallory Lemieux

Mallory is a senior majoring in Food and Consumer Package Goods Marketing with a minor in Textile and Apparel studies. She will be graduating in Fall of 2016. She is a member of Alpha Chi Omega where she held the position as V.P. Membership Programming and has been on multiple committees. She is also a member of the Food Marketing Association. Mallory's Volunteer experiences include, the Animal Rescue Project, preparing food for those in need at God's Club, and helping out in the children's nursery.



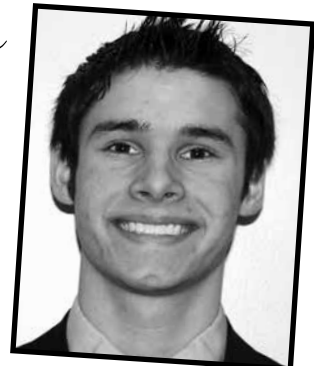
Andrew Leppink

Andrew is a senior at Western Michigan University majoring in Food and Consumer Packaged Goods Marketing. He will be graduating in Fall of 2016. He has been on the Dean's list, and has been a member of the Food and Marketing Association since the Spring of 2014. Andrew's volunteer experience includes two mission trips to Costa Rica and North Carolina to help rebuild houses and volunteer his time to help struggling families. Andrew has an internship in Grand Rapids this summer with SpartanNash in Retail Operations.



Steven Loba

Steven is a freshman currently studying Pre-Food and Consumer Package Goods Marketing. As a first year student he has gotten involved with Phi Chi Theta, a National Co-Ed Business Fraternity, where he has held the positions of Marketing and Rush and Professional Development. Steven is looking forward to the experience of talking to top executives that will pave the way for internships for the future.



Food & CPG Marketing Students



Kirsten Loch

Kirsten is a junior majoring in Food and Consumer Packaged Good Marketing and minoring in Management. She has been on Dean's list and is a member of the Alpha Lambda Delta Honors Fraternity, Alpha Phi Sorority and the Food Marketing Association. Kirsten's volunteer experience includes, working at the Judson Center where she works with kids with disabilities, helped raise money for women's cardiac care for Alpha Phi's philanthropy, and also volunteered at Habitat for Humanity. Kirsten will be graduating in Spring of 2017.



Lauren Long

Lauren is a junior at Western Michigan University studying Food and Consumer Package Goods Marketing. She is a member of Delta Zeta Sorority where she has held an executive board position. She is also an active member of the Food Marketing Association. She has volunteered numerous times for Michigan Cops 5k Run, Red Cross Blood Drives, and the food pantry in Kalamazoo. She will be completing an internship with Kroger in the summer of 2016. She plans to graduate in May of 2017.



Jennifer Loveland

Jennifer is a senior in the Food and Consumer Package Goods Marketing program. She has been on the Dean's List, and is a member of the Food Marketing Association at Western Michigan University. Jennifer's volunteer experience includes, volunteering twice a month at Twelve Baskets Food Pantry in Portage where she is a personal shopper for multiple families, and volunteering with the Kalamazoo Humane Society at their annual Dog Walk and K-9 Festival. Jennifer is graduating in May of 2017.



Matthew Lukens

Matt is a senior majoring in Food and Consumer Packaged Goods Marketing with minor in Management. Matt is a member of the Food Marketing Association. In his spare time, he has volunteered with the Gleaners Community Food Bank of SE Michigan, Major League Baseball Pitch, Hit & Run and the New Orleans Area Habitat for Humanity. He has completed an internship with the Kroger Company. He is the recipient of the Kroger Platinum Sponsor Scholarship and the Food Marketing Program Scholarship. Matt will graduate in Spring 2016.



Keith Luoma

Keith is currently a junior majoring in Food and Consumer Package Goods Marketing and minoring in Business Analytics. While at Western Michigan, he has been on the Dean's list for multiple semesters. Keith is a committee member of the Food Marketing Association and a member of the Alpha Lambda Delta honor society. He also volunteers with Drive Safe Kalamazoo Program. This summer Keith will be interning for Meijer as a Merchandising/Marketing internship. Keith will graduate in April 2017.

Food & CPG Marketing Students

Judson McMichael

Jud is a senior majoring in Food and Consumer Package Goods Marketing. He is a member of the Food Marketing Association. He most recently worked for Meijer with the Meat & Seafood Merchandising department. During his internship, Jud was able to utilize his past experience as a Chef to relate to his project and to the meat and seafood during various product tastings and evaluations. Jud received the Meijer Platinum Sponsor Scholarship this past Fall and will graduate in April 2016.



Maxwell Miller

Maxwell is a junior, majoring in Food and Consumer Package Goods Marketing with a Management minor. He has been a part of Pi Kappa Phi Fraternity since he started at WMU, and has been able to take on many leadership opportunities. He is also a member of the Food Marketing Association.



Cedric Moore

Cedric is a senior at Western Michigan University studying Food and Consumer Package Goods Marketing with a general business minor, graduating December 2016. He is a member of the Food Marketing Association and has worked in the Food Industry for over seven years. He has volunteered numerous times for Habitat for Humanity, Loaves and Fishes, and Discover Kalamazoo.



Jordyn Morales

Jordyn is a junior pursuing a degree in the Food and Consumer Package Goods Marketing, and will be graduating in April 2017. She has been on the Dean's list, and is a member of the Food Marketing Association. Jordyn's volunteer experience includes disbursement of meals through the Meals on Wheels organization. She accepted an internship position with Kroger this summer.



Steven Moser

Steve is a senior studying Food and Consumer Packaged Goods Marketing with a minor in General Business. He is a Dean's list student with a passion for learning. Steve is an active member of the Food Marketing Association and the captain to various intramural sport teams. This past summer, Steve studied abroad in Thailand and then interned with H.T. Hackney in Grand Rapids, Michigan. Steve volunteers as much time as he can at his former high school with the sports team. He plans to graduate in Spring of 2016.



Food & CPG Marketing Students



Jacqueline O'Connor

Jacqueline is a senior in the Food and Consumer Package Goods Marketing Program, graduating in December 2016. While at WMU, she has been on the Dean's List multiple times. Jacqueline's volunteer experience includes raising money for the Red Cross, building first-aid kits for the American Foundation for Children with AIDS, and cleaning houses for Habitat for Humanity of Michigan. Jacqueline has completed a 7-month Co-Op internship at The Hershey Company and is currently the Category Management intern at Kellogg's. She is also a member of the Food Marketing Association.



Madelyn Oleson

Madelyn is a junior with a double major in Food and Consumer Package Goods Marketing and Accountancy, and a double minor in data analytics and non-profit leadership. Madelyn is currently a Dean's Leadership Scholar and a member of the Lee Honor's College. She is involved in the Food Marketing Association. Madelyn is the Vice President of Finance for FOCUS Kalamazoo. She volunteered in Alaska in February for the Alaska Business Development Center to work on tax returns for the natives of rural villages in a variety of Alaskan villages. This past summer, she interned at Allied Integrated Marketing in Detroit, MI. She will be graduating in 2018.



Samantha Oleson

Samantha is a senior this year. She has been on the Dean's List for multiple semesters. Sam has been on the Food Marketing Association since Fall of 2014. This past summer, she went on the Industry Tour with Dr. Gambino and enjoyed the hands on experience with the various major companies. She started at Western in 2013 to study Food and Consumer Packaged Goods Marketing for her future career with her family's business, Oleson's Food Store. She will be the fourth generation and will be graduating this Spring.



Jalen Onorati

Jalen is a junior majoring in Food and Consumer Package Goods Marketing with a minor in Management. He will graduate in Fall 2017. He is a member of Pi Kappa Phi Fraternity where he has held positions as Historian, recruitment guide, and was a part of several committees. He has gained volunteer experiences through Habitat for Humanity, First Year Experience, and Alternative Bronco Breaks. He is currently looking for an internship for Summer of 2016 with a merchandising or retailing company.



Courtney Patterson

Courtney is a junior, double majoring in Food and Consumer Packaged Goods Marketing and Integrated Supply Management. Courtney will be graduating in Spring 2017. While at WMU she has been on the Dean's list, and is an active member of Phi Sigma Pi National Honors Fraternity. Courtney is also involved with APICS, FMA, and the first year experience program where she was a co-instructor within the classroom and a fall welcome ambassador. Courtney is an active member in the community cleaning headstones at Fort Custer for Veteran's Day. Courtney has studied abroad in Germany learning about German Business and Culture and negotiation, and has had an internship with Mann-Hummel.

Food & CPG Marketing Students

Cole Pearson

Cole is currently a sophomore attending Western Michigan University. He plans to be declare Food and Consumer Packaged Goods Marketing as his major. He is a member of the Food Marketing Association. Cole has volunteered to clean head stones of fallen veterans at the Fort Custer National Cemetery. Cole will graduate in December of 2016 and is in search of an internship.



Alec Pearson

Alec is a senior at Western Michigan University, majoring in Food and Consumer Package Goods Marketing. He is an active member on the Food Marketing Association and Sigma Phi Epsilon. He recently completed an internship with Country Fresh as a Sales Representative. He received the Dorothy J. and Clinton J. Christoff Scholarship. Alec will be graduating in the Spring.



Adam Peterson

Adam is a senior majoring in Food and Consumer Packaged Goods Marketing. He is a member of the Pi Kappa Phi Fraternity, Alternative Bronco Breaks, and the Food Marketing Association. Last year, he was a Fall Welcome Ambassador and a First Year Seminar Instructor. Adam was an intern with the Kellogg Company as a Retail Sales Representative. Every year he participates the Spring into the Streets as well as the Ability Experience. The Ability Experience focuses on raising awareness and money for all disabilities.



Alec Petitpren

Alec is a junior at Western Michigan University. He is double majoring in Food and Consumer Package Goods Marketing and Business Management. He is a member of the WMU Red Cross Club where he holds the position as Director of Marketing and Public Affairs. He is also a member of the Food Marketing Association. This summer, Alec will be interning with PepsiCo in Detroit, Michigan as a sales management intern. He plans on graduating in April 2017.



Lauren Petty

Lauren is a senior in Food and Consumer Packaged Goods Marketing major. Throughout her college career, she has joined numerous groups such as Phi Chi Theta, Alpha Lambda Delta, and the Food Marketing Association. Lauren has had internships at Meijer as merchandising intern and Kraft/Heinz as a Category Leadership Intern. She expects to graduate in April 2016.



Food & CPG Marketing Students



Nathan Pingel

Nathan is a senior at Western Michigan University studying Food and Consumer Packaged Goods Marketing. He is currently a member of the Food Marketing Association in addition to Delta Sigma Pi, a professional co-ed business fraternity. Nathan has been on the Dean's List during all of his semesters here at Western. He recently completed his second summer internship at the Bradley Company where he was a Market Research Intern in charge of creating various commercial real estate reports. Nathan is looking forward to graduating in April.



Sydney Piotrowski

Sydney is a junior at Western Michigan University studying Food and Consumer Packaged Goods Marketing with a minor in General Business. She will graduate in Spring of 2017. She has been on the Dean's List since Spring of 2014 and with the Lee Honor College since Fall of 2015. She participated in the Business Externship Program with SC Johnson and Bayer Health Care. She was on the team for The National Grocers Association case competition. Sydney also was selected to intern for SC Johnson in the summer.



Tyler Plum

Tyler is from Saginaw, Michigan majoring in Food and Consumer Package Goods Marketing with a minor in Economics. He is an active member in the Food Marketing Association. Tyler enjoys donating his time to community service volunteer opportunities such as food and blood drives. Tyler will be graduating in 2017.



William Pomorski

Billy is a junior majoring in Food and Consumer Package Goods Marketing with an Economics minor. Billy joined the Food Marketing Association and maintained several jobs while keeping a distinctive GPA. He has attended multiple career fairs, business bashes, and guest speakers in pursuit to widen his knowledge in the Food & CPG field. He is currently seeking an internship that will further strengthen his knowledge in the Food Industry. Billy will graduate April 2017.



Lauren Pratt

Lauren is a sophomore majoring in Food and Consumer Packaged Goods Marketing. She has been on the Dean's List and is an active member in the Food Marketing Association. Lauren volunteers with the Special Olympics and has participated in Habitat for Humanity. She has been a coach for five years and is a referee for the West Michigan Basketball State Finals. This past summer, she was a teacher for kids rowing and a golf instructor for young golfers. She plans to graduate in April 2018.

Food & CPG Marketing Students

Jeremy Purcell

Jeremy is a junior double majoring in Food and Consumer Packaged Goods Marketing and Integrated Supply Chain Management. He is a member of Food Marketing Association, and also a member of Business Connection Club. While in school Jeremy has worked at Post Community Credit Union developing professional experience, and working with a team. Jeremy plans to obtain a 2016 summer internship and to graduate in December of 2017.



Patrick Rapson

Patrick is a senior double majoring in Food and Consumer Packaged Goods Marketing and Integrated Supply Chain Management. Last fall, he was on the Dean's List, and is a member of APICS and the Food Marketing Association. Patrick is part owner of a lawn care company and in his spare time Patrick volunteers at the SPCA and has done five mission trips with the Red Cross. Patrick will be graduating in Spring of 2016.



Rustin Rice

Rustin is a junior double majoring in Food and Consumer Package Goods Marketing as well as Personal Financial Planning. He has been a member on the Executive Board of the Food Marketing Association. For Fall of 2015, he held the position of Junior Vice President of Business Events. This semester, Rustin is the Director of Social Events. He has had an internship at Jeff K. Ross financial services since 2013. Rustin will graduate in Spring of 2017.



Jimmy Roznowski

Jimmy is a Sophomore at Western Michigan University double majoring in Food and Consumer Packaged Goods Marketing and Integrated Supply Chain 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 Club and the Food Marketing Association where he has held a leadership role. This summer, Jimmy will have an Internship with Kroger and plans on graduating in 2018.



Bryce Russell

Bryce is pursuing a degree in Food and Consumer Packaged Goods Marketing. He is an active member of the Food Marketing Association as well the National Co-ed Business Fraternity, Phi Chi Theta. Bryce has held two executive positions in Phi Chi Theta as the Assistant Vice President of Operations and as Marketing Chair. This past summer, he interned at Martin's Supermarkets and is thrilled to be interning with Meijer for Summer of 2016. In his free time, Bryce volunteers at American Red Cross, Kalamazoo Gospel Mission, and Habitat for Humanity. Bryce has been on the Dean's List for 2014 and 2015 and is graduating in April 2017.



Food & CPG Marketing Students



Ali Russo

Ali received her degree in Food and Consumer Package Goods Marketing in December. Ali has been on the Dean's List throughout her time at Western Michigan, and received the Presidential Scholar Marketing Award and in 2015 she received the YMCA Young Women in Achievement award. This past summer, Ali completed an internship with Kraft Heinz.



Colette Scharf

Colette is a senior in the Food and Consumer Packaged Goods Marketing Program. In 2015, she completed a seven-month co-op with Hershey in their Category Strategy Insights Department. Colette is an active member in the Food Marketing Association and was a part of the Student Dietetic Association. She will be graduating this summer. Upon Graduation, Colette will be working as a Retail Sales Representative with Hershey.



Robert Scheck

Robert is a senior studying Food and Consumer Package Goods Marketing. Summer of 2015 as an intern at the Cleveland based Heinen's Grocery chain. He plans to finish his business analytics minor in the fall. Robert would like to pursue multiple areas in the CPG/retail industry including sales, category management, and other analytics-based positions.



Justin Schmieding

Justin is a senior studying Food and Consumer Package Goods Marketing, graduating in December 2016. He is a member of the Food Marketing Association as well as the Sigma Chi Fraternity, where he has held numerous positions. He has been on the Dean's list multiple times and has also been recognized as the Employee of the Month in customer service at Menards. Justin's volunteer experience includes serving food and drink to the elderly at Spectrum Health and helping coordinate the WMU Campus Classic 5k, and the WMU Turkey Trot 5k. Justin has accepted an internship during Summer 2016 with Mondelez International.



Haakon Skrodal

Haakon is a junior studying Food and Consumer Package Goods Marketing with a Business Analytics minor. He has been on the Dean's List multiple times and is a member of the Alpha Tau Omega Fraternity, where he served as the 2014 Public Relations Chairman and the 2015 Chapter President. He has volunteered numerous times for Greater Kalamazoo Area Habitat for Humanity. He is also a part of the Food Marketing Association and is graduating in April 2017.

Food & CPG Marketing Students

Logan Smith

Logan is a senior in Food and Consumer Packaged Goods Marketing Program at the Haworth College of Business. He is a member of the Food Marketing Association and attended the Food and CPG Industry Tour. He received the Craig Sturken Scholarship for the 2015-16 school year and is graduating this Spring.



Kristin Smith

Kristin is a sophomore majoring in Food and Consumer Package Goods Marketing, graduating in May 2018. She has co-founded a Non-Profit called, ZipTee, producing and selling shirts with chemotherapy port access, using all funds to serve those affected by cancer. While at Western Michigan University, she has been on the Dean's List and joined FOCUS Kalamazoo as the Vice President of Marketing. Kristin's volunteer experience includes Habitat for Humanity, starting the inaugural Head for the Cure race in Detroit, as well as raising money for Make-A-Wish.



Paul Sontag

Paul was an active member of the Food Marketing Association student organization and was the Vice President of Program Development on the executive board this past spring.

This past summer, Paul completed a 7-month internship with the Hershey Company where he worked on the Category Strategy and Insights Team focusing on the US Foods Channel. Paul graduated in December 2015 and began his career with the Hershey Company.



Robert Stevens

Rob is a junior studying Food and Consumer Package Goods Marketing with a business analytics minor. He is involved in the Food Marketing Association and has served on the executive board in previous semesters. This past summer, Rob had the experience of a lifetime studying abroad in Thailand. Following the trip, he completed a store management internship with Kroger where he was chosen President among his group of interns. He has volunteered with the Special Olympics and done various volunteer activities with the Food Marketing Association and Business Connection Club. Rob is looking forward to his internship with Bayer at their Customer Logistics Service Center this summer.



Sarah Street

Sarah is a senior majoring in Food and Consumer Packaged Goods Marketing with a minor in Spanish. She is on the Dean's List and is a member of the Multicultural Leader's Academy, Food Marketing Association and SLAB. Sarah intends to graduate in Spring of 2016. This past summer, she has an internship with SC Johnson in Category Management. In her spare time, Sarah has volunteered as a Bronco Buddy.



Food & CPG Marketing Students



Charles Sullivan

Charles is a senior studying Food and Consumer Package Goods Marketing. He has been on the Dean's List and is also a member of the Food Marketing Association. His volunteer experience includes time spent with the Kalamazoo Valley Habitat for Humanity. He also helps with the care of animals in need at the SPCA of Southwest Michigan. Charles completed his internship at The H.T. Hackney Co. where he spent two summers working in the advertising and merchandising departments. He will also be graduating in April of 2016 and will embark on a one-month study abroad trip through the month of May in Thailand.



Timothy Sundberg

Tim Sundberg graduated in December. He received several awards during his time at Western, including the Kalamazoo Promise, International FoodService Manufacturers Association Scholarship, Who's Who Among Students in America, and has been a member of the Dean's List since 2013. Tim has been a member of the Food Marketing Association since 2013 and in the Fall, he was the Executive Board President. In 2015, Tim competed in the National Grocers Association Case Competition and went to Thailand to Study abroad. Tim has had an internship with Meijer and Kraft Heinz. He is now working for E & J Gallo.



Darryn Taylor

Darryn is a senior in the Food and Consumer Packaged Goods Marketing program. He is a Dean's List student who is also a part of the Lee Honors College. Darryn is a member of several different student organizations. He is the philanthropy chairman for Pi Kappa Phi, the treasurer and site leader for Alternative Bronco Breaks, and an active member in The Food Marketing Association, Alpha Lambda Delta, and Sigma Alpha Lambda. Last summer, Darryn was a management intern at Kroger. He spends a majority of his free time volunteering at several places around Kalamazoo and plans to graduate in 2016.



Michael Thomas

Michael is a senior in the Food and Consumer Packaged Goods Marketing program, graduating in December 2016. He has appeared on the Dean's List for multiple semester's during his time at WMU. Michael has been very involved in University intramural sports, both organizing teams and participating. He is an active member of the Food Marketing Association, where he was able to volunteer for Habitat for Humanity with members of FMA.



Michael Tolley

Michael is a senior from Chicago, IL majoring in Food and Consumer Packaged Goods Marketing with a minor in economics. He has been a member of the Food Marketing Association since Fall of 2014. Michael has had experience working within the Food and CPG industry. In Summer of 2015, he held a Marketing Intern position at Pollyanna Brewing Company in Lemont, IL. Michael is searching for full time employment after he graduates in July of 2016.

Food & CPG Marketing Students

Darby Truhn

Darby is a senior in the Food and Consumer Package Goods Marketing with a minor in General Business. Darby has been on the Dean's list and has received many scholarships. She has received the Asparagus Club Scholarship, Western Michigan University Exemplary Leadership Scholarship, Athletic Accomplishment, and Community Service Award. She is an active member in the Food Marketing Association and holds the executive board position of Vice President of Finance. Darby completed an internship with Meijer this past summer and is looking forward to her second internship at Meijer this summer. She is graduating in December of 2016.



Maxwell Turkowski

Max is a junior currently studying Food and Consumer Package Goods Marketing. He is a member of the Food Marketing Association and is also a member of the Sigma Chi fraternity where he is the current Vice President. Along with Vice President, he has also held other positions in the organization such as the Scholarship Chairman and Recruitment Chairman. He has also worked with the Sigma Chi philanthropy events. Max is currently searching for an internship.



Abigail Vaerten

Abigail is a sophomore majoring in Food and Consumer Package Goods Marketing with a minor in Psychology. She will graduate Spring 2018. She has been a part of the Lee Honor's College since her first semester at Western and has also made the Dean's list each semester. She is currently involved in the Food Marketing Association and is the president Alpha Omicron Pi. She has also been involved in two leadership hall councils, FLASH and SHARC, where she served as sustainability chair and the advisor respectively. She has volunteered with Drive Safe Kalamazoo, the Cinderella Project, and Sisters for Soldiers.



Amanda Van Giesen

Amanda is a junior studying Food and Consumer Package Goods Marketing with a statistics minor. She is a member of the Lee Honors College, Alpha Lambda Delta and Sigma Alpha Lambda honors fraternities. She has volunteered with Tutor Time and has also participated in the University Bronco Buddies program. She is participating in her second year as a Business Externship Peer Mentor. She is also currently working as a Category Management Intern at Kellogg and is expected to graduate in May 2017.



Stefanie Vernier

Stefanie is a senior pursuing a degree in Food and Consumer Package Goods Marketing. She has made the Dean's List each semester and is a member of the Food Marketing Association. She has interned at Four Winds Casino and earned an award for excellent guest service. She is also the volunteer coordinator on the Niles Burn Run Board. Stefanie traveled abroad this past summer to Thailand. She will be graduating in the Spring.



Food & CPG Marketing Students



Chelsea Wagner

Chelsea is a senior double majoring in Food and Consumer Package Goods Marketing and Music. She has been a member of Kappa Kappa Psi, the Honorary Band Fraternity serving multiple leadership positions including the Alumni director and social/brotherhood chair. Chelsea has been a part of the Western Student Association, and Campus Activity Board with leadership positions in both. She has just finished an internship with KeHE Distributors as an Independent Sales Intern. Chelsea will be graduating in the Fall of 2016.



Isla Wagner

Isla is a freshman in the Food and Consumer Package Good Marketing Program. She is a full time student at both WMU and Kalamazoo Valley Community College, while working part-time as a lifeguard and swimming instructor at the YMCA of Greater Kalamazoo. During her first semester at WMU, Isla was a part of the WMU Water Polo team. She enjoys volunteering her Sunday nights and several weekends out of the year to be a leader in the Youth Group of St. Thomas More and St. Joseph Catholic Parish of Kalamazoo.



Haley Weick

Haley is a senior in the Food and Consumer Package Goods Marketing. She has made the Dean's list multiple semesters and is an active member of the Food Marketing Association. She has recently completed an internship with The Hershey Company as a Category Strategy and Insights Co-Op in the Sales Department (C-store, Foodservice, & Specialty). Haley has received the Dorr Business Association's Scholarship, WMU Lee Honors College Scholarship, Michigan Merit Scholarship, as well as the Dorothy J. and Clinton J. Christoff Scholarship. Haley plans to graduate in December of 2016 and hopes to be able to study abroad in Thailand in Summer of 2016.



Kayla Wells

Kayla is a junior double majoring in Food and Consumer Package Goods Marketing and Business Management. She is an active member of the Food Marketing Association and also an active member in the Management Student Organization. Kayla is actively seeking a business internship for this summer. She will be graduating in Spring of 2017.



Keegan Whisler

Keegan is a senior majoring in Food and Consumer Packaged Goods Marketing. He is an active member of the Food Marketing Association. While at Western Michigan University Keegan has earned a spot on the Deans list while working 30 plus hours a week. He also has received a scholarship from the Local 333 Plumbing and Pipefitters Union due to his time spent with them. Over the summer of 2016 he has accepted an internship with Kroger and will gain valuable experience with this opportunity. Keegan will be graduating in December of 2016.

Food & CPG Marketing Students

Gracelyn Wilfong

Gracelyn is a junior and double major in Food and Consumer Package Goods Marketing and Psychology. She plans to graduate in Spring of 2019. She is a member of Delta Sigma Pi where she has held multiple positions. Gracelyn has completed externships with the J.M.

Smucker Company and General Mills. She has volunteered with several organizations including the SPCA, Kalamazoo Gospel Mission, and Adopt-A-Family. In 2015, her group of three won second place in the Target Case Competition on sustainability. She is a recipient of the Haworth College of Business All-Star Dean's Scholarship, Western Edge Scholarship, and Dean's Scholarship.



Justin Wing

Justin is a senior in the Food and Consumer Packaged Goods Marketing Program with a minor in Business Analytics. He has been on the Dean's List. Justin is a member of the APICS and the Food Marketing Association. Justin has completed internships at Bosch, John Deere, Flowserve, and Steelcase. In his spare time, Justin volunteers with Habitat for Humanity, and the Kalamazoo Dream Center. Justin plans on graduating in Summer of 2016.





WMU Student Life



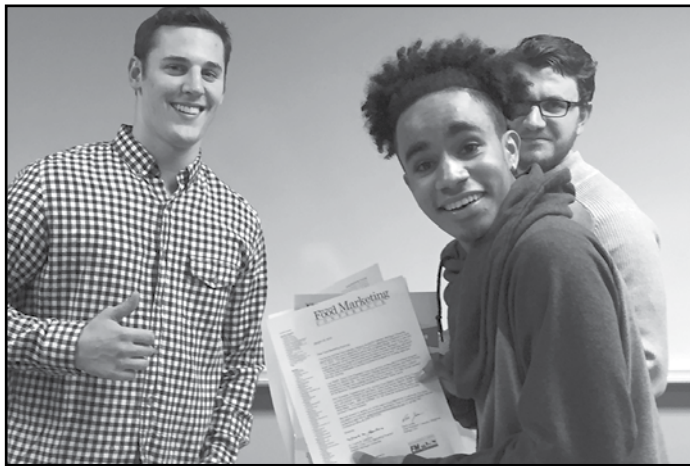




"There's A Future In Food!"

- William O. Haynes
WMU Founding Food Marketing Professor





Congratulations to our Food Marketing Graduates



Thank You, Conference Program Advertisers

The WMU Food & CPG Marketing Program would like to extend a special thank you to the following organizations for their advertising support.

| | |
|-------------------------|------------------------------|
| Abbott Nutrition | IRI Worldwide |
| Acosta | J.M. Smucker Company |
| Advantage International | Jewel-Osco |
| Advantage Solutions | Kehe Foods |
| Alliance Foods | Kellogg Company |
| Altria | Kroger |
| Aunt Millies Bakeries | Learning Evolution |
| Bayer HealthCare | Litehouse Foods |
| Bell's Brewery | Martin's Supermarkets |
| Bluewater Technologies | Masterpiece Flower Co. |
| Burnett Foods | McLane Food Service |
| Campbell Soup Co. | Meijer, Inc. |
| Catalina Marketing | Melitta USA |
| Clorox | Mondelez International |
| Coca-Cola | National Grocers Association |
| ConAgra Foods | Nestle Waters |
| Constellation Wines | Nielsen Company |
| Country Fresh | Outerwall |
| Crossmark | Pepsico, Inc. |
| Dawn Foods | Prairie Farms Dairy |
| Daymon Worldwide | Procter & Gamble |
| Diageo | Reeds, Inc. |
| EJ Gallo | SignArt |
| Enjoy Life Foods | SpartanNash |
| Food Stretcher Plus | SpartanNash Graphic Services |
| Gordon Food Service | Tidemark |
| Hormel Foods | UFCW876 |
| HT Hackney | Unilever |
| IGA | VML |
| Imperial Beverage | WorldPay |



LET'S CREATE AND GROW YOUR BRANDS TOGETHER.

Daymon Worldwide is dedicated to providing our clients with comprehensive services designed to create, build, and accelerate their brands sales.

Our nearly **45 years of global partnership** with more than **100 leading retailers** and a **supplier network of 6,000 companies** has produced more than 1,700 brands and 165,000 products across 14 channels of trade.

Our mission to deliver unique solutions that achieve differentiation, drive profitable growth and win customer loyalty is fueled by a network of more than 39,000 retailer leaders with expertise in five key areas of business:

Private Brand Development | Strategy & Branding | Sourcing & Logistics
Retail Services | Consumer Experience Marketing



FOR MORE INFORMATION VISIT
WWW.DAYMON.COM



FIND YOUR FIT



Daymon Worldwide Companies provide exciting career opportunities across the globe that allow you to **build on your area of expertise, learn new skills, strengthen your collaborative and partnership techniques, and achieve career advancement.**

We're always seeking innovative thinkers with a passion for making a difference.

OUR EXCITING CAREER OPPORTUNITIES CAN BE
FOUND AT WWW.DAYMON.COM/CAREERS





KeHE™

GROW WITH US



KeHE attracts highly effective individuals with a passion for helping our business partners succeed. We operate in that critically important space between manufacturers and retailers, and our people are focused on both groups achieving their goals. Whether we're involved in demand planning, inbound freight consolidation, delivery route optimization, retailer category reviews, or speed-to-shelf for new items, the KeHE team has the best and brightest personnel supporting your objectives.

**WE ARE CARING,
DETERMINED, &
FAITH-FRIENDLY. WE
GIVE 10% OF PROFITS
TO THE LESS
FORTUNATE.
WE SERVE TO
MAKE LIVES
BETTER.**



“You can discover local every day!”



Kroger is proud to bring the best of Michigan to our customers. **We carry over 1,000 Michigan Made products**, plus locally grown fresh floral and produce, brought to you at the peak of freshness from right here in our home state.

Best of all, when you buy Michigan Made products, you support our community and our economy. **We invite you to shop Kroger and show your Michigan pride!**





SERVICE DOESN'T STOP *just because you're outside our doors.*

At Kroger, we think of ourselves as more than just your neighborhood grocer. We think of ourselves as your neighbor, and we have been serving Michigan for more than 100 years, beginning in 1909.

And with over 19,000 dedicated associates committed to the diverse Michigan communities in which they live and work, Kroger is proud to support events for charitable groups, health organizations, educational initiatives and more.

The Kroger promise – to help our communities grow and prosper.



©2016 The Kroger Co.



Working and learning.

Anywhere. Anytime.

Congratulations students

You're on the go, tech savvy young professionals! The traditional ways of working and learning don't fit your needs. At Learning Evolution we can help you as you grow in your career and provide you the tools to Skill UP!™

Our courses are customizable, mobile ready and meet global dynamics.





A framework for onboarding success!

Prepares new team members or new hires to onboard successfully. This framework applies a building foundational skill approach with application reinforcement challenges to guarantee capability and retention. Flexibility and online delivery provide a cost-effective and friendly way to take category management and shopper insights eLearning to the next level.

At Learning Evolution, we teach the art of how to articulate insights effectively, which in turn helps you compel your audience to take action!

At Learning Evolution, working with our learners to help them gain insights on shopper behavior is our top priority. We focus on the shopper sciences to help you turn data and analytics into actionable insights to drive better results!

Buy



Penetration

Buy more often



Frequency

Buy more on each trip



Size



**We believe that our growth
is a direct result of yours.**





A career with us means joining a family of over 65,000. It means always having someone to count on. It means building professional relationships. And most importantly, it means making new friends.

Find opportunities in merchandising, marketing, manufacturing, operations, supply chain, logistics and product development at jobs.meijer.com

meijer[®]

With a targeted
focus on your
shopper, PepsiCo
drives growth.



identify

growth opportunities
with your shoppers.





convert
your priority shoppers.

engage
your priority shoppers.



PEPSICO





SpartanNash

Your career starts here.

When you come to work for SpartanNash, you'll find your purpose at a company that sets no limit on what you can achieve. There's plenty of opportunity here to make a positive impact on our your future — and ours. SpartanNash...

- Is the Country's fifth largest food distributor with over \$8 billion in annual revenue and more than 16,000 associates
- Is the largest food distributor serving U.S. military commissaries and exchanges in the world, in terms of revenue
- Operates 20 Distribution Centers covering more than 40 states
- Owns and operates more than 160 retail food stores
- Supplies product to more than 1,900 independent retailers

Our associates are our greatest assets.

Our diverse job opportunities range from retail management to IT to Marketing. We inspire our associates by:

- Creating a positive, innovative work environment
- Providing opportunities for professional and personal growth starting with internships in multiple fields
- Offering competitive compensation including benefits like:
 - On the job training
 - Continued education and work tools
 - 401(k) with company match
 - Healthcare and life insurance
 - Employee resource groups
 - Worksite wellness program
 - Associate discounts
 - And so much more!

We are looking for you.

At every level of the company we are looking for associates who have the passion, commitment and leadership to keep us moving ahead. If you're a forward thinker, innovator and have that entrepreneurial spirit, we need to put our heads together. To look for job opportunities and learn more about SpartanNash, visit:

SpartanNash.com/careers



*Our vision is to be ...
A best-in-class business
that feels local, where
relationships matter.*





Respect



Integrity



Accountability



Celebration & Fun

SMUCKERSCAREERS.COM



The J.M. Smucker Company is an equal opportunity employer. No person will be discriminated against in any aspect of their employment on the basis of any status or characteristic protected by applicable federal, state or local law.
©/© The J. M. Smucker Company. Pillsbury and the Barrelhead logo are trademarks of The Pillsbury Company, LLC, used under license.

Winning Together, Now More than Ever



At P&G, working with our customers to delight shoppers is our top priority. We remain committed to cultivating a deep collaboration to grow categories with meaningful innovation, leading brands, broad capabilities and superior service.

Through our partnership and people we can...
Win Together, Now More than Ever.



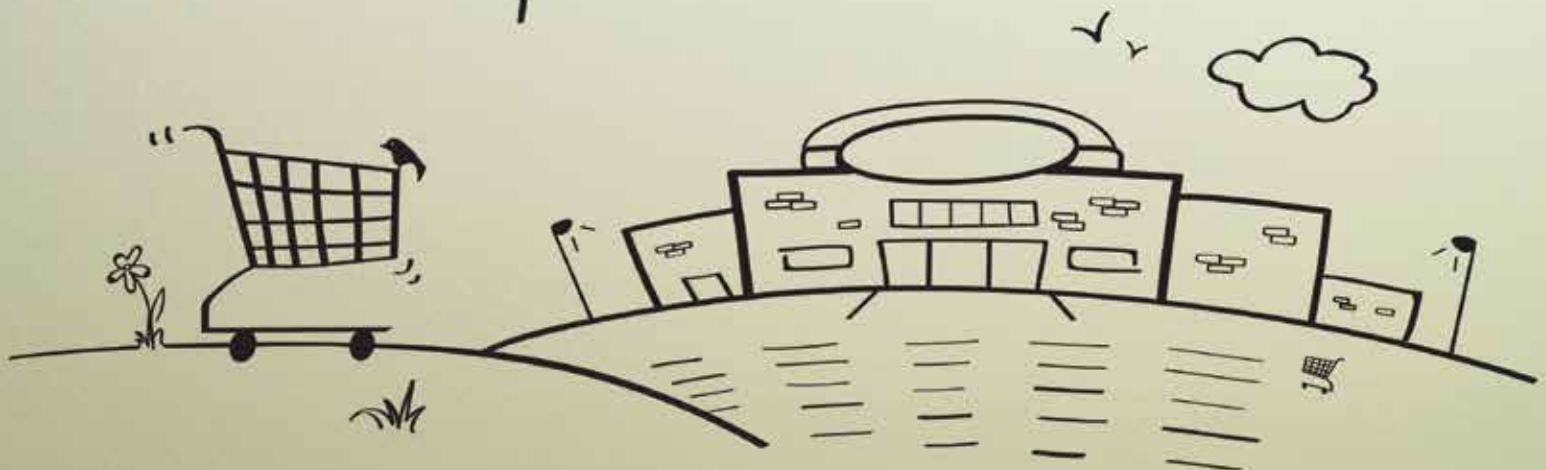
Touching lives, improving life. **P&G**[™]



This calls for a celebration!

Congratulations to Western Michigan University Food Marketing Program and your long-standing partnership with the Kellogg Company.

Kellogg's





Do you want to sell for one of the top-rated companies in America?

Consider a career with Hormel Foods

Here are examples of leading brands within our portfolio.



*Always
Tender*
MEATS



SPAM



Hormel Foods was founded in 1891 as a small retail store in downtown Austin, Minn., and has thrived for more than 120 years by following two principles set forth by our founder, George A. Hormel.

- ❖ Consumer and customer needs should drive product development.
- ❖ A high-quality company can be built only by high-quality employees.

The company is a Fortune 500 company with more than 19,800 employees worldwide and annual sales of more than \$8 billion. We are recognized by Experience Inc. as one of the Best Places to Work for Recent Grads, by Selling Power magazine as one of the Best Companies to Sell For, and by Corporate Responsibility magazine as one of the 100 Best Corporate Citizens. Join our tradition of excellence by visiting us at www.hormelfoods.com/careers/.

web

To watch a day in the life of a Hormel Foods salesperson, visit:

Consumer Product Sales — www.hormelfoods.com/cpsdayinthelife.aspx; and

Foodservice Sales — www.hormelfoodservice.com/about-us/job-opportunities.aspx.

A New Era of Profitability



Optimize Profit.
Predict Demand.
Increase Marketshare.

tidemark

www.tidemark.com



**WOW THEM WITH CHOICES &
BE A PART OF
\$1.4B
GROWTH**
POTENTIAL OPPORTUNITY BY 2020¹



**DELIGHTFUL
VARIETY**

New ways to enjoy your favorite brands.



Sources: ¹Kantar Retail Dollar Sales Projections from 2012 through 2020
© Mondelēz International group



Create the most profitable space in your store with Outerwall.

Your customers want a better shopping experience. You want to increase your bottom line. Outerwall™ delivers exciting products and services for shoppers—and more foot traffic and profit for you. We bring the post-register zone to life with inventive retail services like Redbox® entertainment, Coinstar® coin-counting kiosks, Coinstar™ Exchange gift card exchange kiosks, and instantly rewarding ecoATM® smart device recycling stations. Even better, you don't have to do a thing—or pay a cent—to get up and running.

Put Outerwall to work for you. Find out more at outerwall.com



coinstar





2015
CATEGORY
CAPTAIN
PROGRESSIVE
GROCER

The
Ernest & Julio Gallo Winery
is proud to be named
Category Captain
for the Wine category
15 years running.



E&J. Gallo Winery

www.ejgallo.com

©2016, Ernest & Julio Gallo Winery, Modesto, CA. All rights reserved. 18-1045035-BFB-129-577704



ADVANTAGE SOLUTIONS

CONGRATULATIONS
WESTERN MICHIGAN GRADUATES!

*MAY YOU DISCOVER THE SPARK THAT WILL
IGNITE YOUR CAREER!*



careers.advantagesolutions.net/job-types/ace-program

ELEVATING *life* WITH
EVERY GLASS RAISED





Serving large-scale retail centers with high-quality potted plants and cut flowers throughout several states including: Michigan, Wisconsin, Illinois, Indiana, Ohio, Kentucky and Missouri.



Our success is measured in degrees.

The Coca-Cola Scholars Foundation helps **more than 1,400 students a year** by awarding **millions of dollars in scholarships**. And we think you deserve a lot of the credit. That's because if you've enjoyed one of our products in the last 24 years, you've made it possible for us to support some of our nation's most promising students and future leaders. It's just another thing we're all doing to help make the communities we live in a little bit better. To learn more about what we're doing and why we're doing it, join us at livepositively.com





DIAGEO

CELEBRATING LIFE, EVERY DAY, EVERYWHERE, RESPONSIBLY.



GOSSIP MAGAZINE

CAT LOVER

VEGETARIAN

LIQUID EYE-LINER

Identify Once, Engage Anywhere

Every consumer has their own unique set of buying behaviors, or BuyerGraphics™. It's our insights into a shopper's purchase behavior that enable Catalina to personalize the consumer's path-to-purchase through mobile, online and in-store networks by leveraging the evolving purchase history of more than three-fourths of American shoppers.

Engaging the Selective Shopper Study



Visit catalinamarketing.com to download your copy of the study and discover how Catalina can help retailers and brands understand shoppers and engage them across multiple channels, inside and outside of the store. Or call 1-877-210-1917 to learn how you can start influencing your customer's path-to-purchase and drive lift and loyalty for your brand.



CATALINA®
Personalized Digital Media



**Our resources.
Your results.**

+ Let Acosta make your sales and marketing vision a reality.

Why do the top consumer packaged goods brands choose Acosta? Because we deliver integrated sales and marketing solutions that drive superior results. As the industry leader, we offer strategic insight, essential expertise, unparalleled coverage, and the most innovative technology. Our ultimate goal? To act as an extension of our clients' teams, deploying our resources to help them achieve superior results for their brands.

www.acosta.com

ACOSTA
SALES & MARKETING

Trusted Brands Trust Us.



Unilever
brightFuture

TOGETHER, LET'S MAKE A #BRIGHTFUTURE

brightFuture.unilever.us



Unilever is a proud supporter of
Western Michigan University.

get engaged.

resources to support NGA retailer members.



COMPLIANCE & ADVOCACY

As the voice of the independent grocer in Washington, D.C., NGA works to advance the independent supermarket industry before policymakers through effective and credible representation. Our grassroots efforts make it easy for you to connect with your elected officials and tell your story.



EDUCATION & EVENTS

Focused on the continued development of educational opportunities, resources and tools developed by independent grocers for independent grocers. From our weekly webinar series to white papers and in-person events, we make it easy to learn how to drive profits and improve your operation.



SHARE GROUP INITIATIVES

Providing opportunities for groups of non-competing retailers to problem solve, idea swap and help each other with operations, finance, technology, succession planning and more.

Contact us to learn how to make the
most of your NGA membership and get your staff **ENGAGED** today.



Tom Dozier, CMP
Director, Member & Data Services
703.516.8832
tdozier@nationalgrocers.org

www.nationalgrocers.org

THIRSTY FOR MORE?



WMU Graduates come explore our Early Career opportunities
to learn more go to www.nestlewaterscareers.com



Abbott Nutrition is a proud sponsor of the Western Michigan University Food Marketing Conference



Similac

ZONEperfect
nutrition bars

EAS
SPORTS NUTRITION

curate

Ensure

Glucerna

A family of brands with a common dedication:
Helping people live healthier lives

REED'S STRONGER GINGER BREW



Available in
12oz. and 7oz.
bottles!



There is so much to love about ginger!

Out of our passion for ginger we have revived a unique ginger beer (ale) brewing process that predates modern soft drink technology. We brew using the finest fresh ginger root, fruit juices, spices and herbs. Our Ginger Brews have won numerous gourmet awards and are the #1 selling soft drinks nationwide in the gourmet and natural food industry.

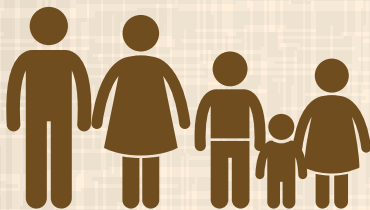
Reed's Stronger Ginger Brew recipe is 50% stronger than our Reed's Extra Ginger Brew. Our recipe uses the finest fresh ginger root (39 grams per bottle), exotic spices, raw cane sugar, honey, pineapple, lemon and lime juices.

Our Ginger Brews are GMO Free, Preservative Free, Caffeine Free, with No artificial anything!



Free-From category
exceeds **\$3.9B¹**

where's your Free-From section?



100M²

consumers shop for
Free-From products



\$102³

Free-From basket vs.
\$46 avg. basket



**ENJOY LIFE PRODUCTS
ARE ALWAYS
FREE-FROM**

gluten, wheat, dairy, tree
nuts, peanuts, egg, soy, fish
& shellfish



¹ Packaged Facts; Datamonitor.

² <http://newhope360.com/download-gluten-free-forecast-whats-next>

³ Kantar Retail Shopper Genetics. 52 weeks ended May 31, 2012.

#eatfreely

enjoylifefoods.com



BELL'S®



Inspired Brewing®

**BOTTLING INNOVATION
SINCE 1985.**

bellsbeer.com

CONGRATULATIONS TO WESTERN MICHIGAN UNIVERSITY

BRINGING FOOD & CPG PARTNERS TOGETHER TO INSPIRE
THE NEXT GENERATION OF INDUSTRY LEADERS



©2016 CSC Brands LP

Campbell Soup Company is a proud sponsor of the
Western Michigan University Annual Food Marketing Conference 51st Anniversary!



MOTIVATED TO MAKE AN IMPACT? | AT BAYER YOU'RE EXPECTED TO BE.

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At Bayer you have the opportunity to be part of a culture where we value the passion of our employees to innovate and give them the power to change.

We're actively recruiting in all regions across the U.S. for a wide range of opportunities including:

- Logistics & Supply Chain
- Marketing & Sales

Explore the personal development opportunities, international presence, state-of-the-art benefits and most of all, the inspiring work that makes Bayer a truly unique employer.

Bayer is an international science-based company that is inspired to impact the future and improve the way people live in our world. As a global corporate citizen, we make every effort to contribute to society with innovations that improve

life now and in the future. As part of the Bayer team, you are empowered to find answers to questions addressing the great challenges of our time, and make a tangible impact with your ideas and solutions.

Passion to innovate | Power to change

To find out more, visit career.bayer.us



Science For A Better Life



WE ARE A *family.*

Martin's Super Markets originated in South Bend, Indiana, and has remained a locally owned and operated grocery business since it started in 1947. Now with 22 stores in Indiana and Michigan, we have a strong belief in friendly service, a commitment to great selection and prices, and a clean store – all of which makes Martin's a great place to work and shop.

"Count On Us." These words are more than just a slogan to us. We only hire the best... and in return, our employees can "count on us" to provide the best, most competitive benefits package, with the opportunity for advancement.



TO EXPLORE CAREER
OPPORTUNITIES, APPLY ONLINE AT
WWW.MARTINS-SUPERMARKETS.COM



What 99% of America's kitchens have in common.

At ConAgra Foods, we're proud to be found in 99 percent of America's households and at the world's most popular restaurants. Our brands are in just about every aisle of the grocery store and on just about every shopping list. But we're especially proud to be on *your* shopping list. At ConAgra Foods, we love to make the food you love.

ConAgra
Foods
Food you love

www.conagrafoods.com





we make everyday
life better, every day



BURNETTE

FOODS, INC.



- Five Michigan Production Facilities
- Quality Products for Retail and Foodservice
- Family Owned and Operated



Applesauce
Canned Fruit
Canned Vegetables
Canned Beans
Fruit Fillings
Canned Pumpkin
Maraschino Cherries
Shelf Stable Juice
Apple Cider
Canned Meat Products
Shelf Stable Hummus

HEADQUARTERS:

701 US-31 South | Elk Rapids, MI 49629 | 231.264.8116
www.burnettefoods.com



*A great place
to make some bread.*



Join the Aunt Millie's family.

When you choose a career at Aunt Millie's, you're choosing more than just a job. You're joining a family business that has been baking Midwestern favorites for more than 100 years. We will provide you with the ingredients you need to succeed, including competitive pay, great benefits and opportunities to take your career as far as you want to go.

AuntMillies.com

WE PUT EVERYTHING WE ARE INTO EVERYTHING WE DO.

For more than two decades, we've helped guide our clients through a complex, always-changing marketing environment with consistently great ideas, regardless of medium or format. We're proof that when you pour every ounce of energy and creativity into your work every single day, good things happen.



www.vml.com



Everything you need to make something beautiful.

Every morning, your bakery makes the world a better place for your customers, your employees and your family. That's why, for three generations, Dawn has been the supplier bakeries count on to deliver the depth of experience, the quality of ingredients and all the business tools needed to make everything turn out beautifully.

See why 90 years in the business makes all the difference for your bakery.
Visit DawnFoods.com or call 800.248.1144

Dawn
FOOD PRODUCTS INC.

FARMER OWNED

Prairie Farms®



The Blue Ribbon Tradition Continues

2014 World Class Dairy Champions

Michigan Call Center: 800-718-1143 | PrairieFarms.com



**Congratulations
Food/CPG Marketing Program
graduates!**

We provide the right products at a compelling value, including high quality & local selections.

Fresh CAREERS start with



117 years old & over 32,000 employees strong!



At Jewel-Osco, thinking & acting like owners makes our company a great place to work.



#1 Grocer in Chicagoland with 185 stores.

FIND OUT MORE!
Visit us at www.jewelosco.com
Equal Opportunity Employer



Gordon®

FOOD SERVICE STORE



GORDON FOOD SERVICE®

is North America's largest family-owned foodservice distributor. Our mission is to serve our customers by treating them like family. We treat them and our workforce the same way. That's because we depend on our people to make connections that drive success for our customers and our company.

Our Story

Experience

Join a team supported by the expertise built on more than a century in the foodservice business. Every day, we strive to help thousands of businesses in hundreds of communities make their work easier and serve their customers better.

Gordon Food Service Stores®

Because they want to make every meal memorable, customers rely on our well-stocked stores to have the products they need, exactly when they need them. That includes emergencies between deliveries and special needs before the big party.

Family-Owned

We are part of the community. We live, work, and play in neighborhoods where we do business. Putting people first—our customers, employees, suppliers, and their families—is part of our culture. It's the only way we know how to work.

For more information, please visit gfs.com/careers



Reliable payments processing with seamless POS integration



Accept payments the way your customers prefer to pay - credit, EBT, PIN Debit, third party gift cards, checks and eWIC*

Grow your business with a payments processing provider that has over two decades of experience in your industry.

- **Card payments:** No middleman - Worldpay authorizes payments directly with major payment networks
- **Seamless integration:** Worldpay has teamed up with the supermarket industry's premier integrated application suppliers
- **Security:** End-to-end encryption and PCI DSS support programs are available to help you protect your business

Speak with a Worldpay Account Executive about the needs of your business at the 2016 Food Marketing Conference



Not able to stop by or want more details?

Nenif Michael | nenif.michael@worldpay.us | 773.571.6327

* Status of eWIC certification varies by state. Ask your Worldpay Account Executive for details to ensure availability in your state.

© Worldpay 2016. All rights reserved. Worldpay, the logo and any associated brand names are trademarks of the Worldpay group of companies. All other trademarks are the property of their respective owners. Worldpay US, Inc. is a registered ISO/MSP of Citizens Bank, N.A., Wells Fargo Bank, N.A., and Eagle Bank, N.A.



From around the world

to around the corner.

At Melitta, we celebrate our international heritage, but it is our hometown roots that keep us proud to be a part of the communities we serve.

Melitta's indulgent gourmet coffee can be found in local grocery stores and is served in restaurants right near you. Our filter paper is an international and local favorite, and our other products such as our new Café de Europa™ single serve gourmet coffee can be found in local and national retailers.

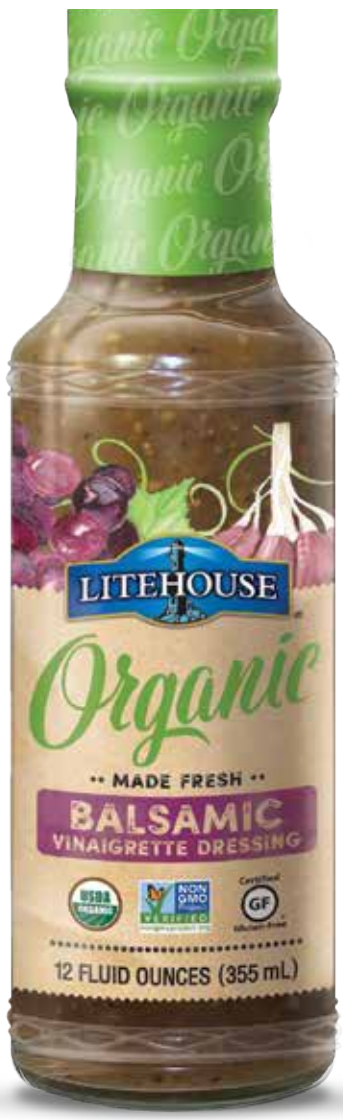
For more information on the Melitta international indulgence, please visit us online.





Made in Michigan!

**LITEHOUSE® HAS A FRESH NEW TAKE
ON SALAD DRESSINGS!**



A 100% employee owned company
PROUD SPONSORS OF
WESTERN MICHIGAN UNIVERSITY
Food Marketing Conference.

Making Great Products Is Your Expertise...

Growing Your Business Is Ours.



Our Full Range of Services for Consumer Packaged Goods Manufacturers Sets Us Apart.

At Alliance Foods, we have been delivering value to our clients since the 1920s. Today, we are a 100% employee-owned company that is a leader in both the food and non-food consumer products industries, with divisions that service every aspect of the consumer packaged goods manufacturing business cycle.

We offer a unique combination of experience, skills and services that include product sales, packaging development, supply chain management and logistics, as well as in-store merchandising services. All of which makes us uniquely qualified to grow your sales, while also offering opportunities for operating efficiencies. **Find out more today at alliance-foods.com.**

Alliance 
Foods, Inc.
Your Consumer Product Solution



Congratulations on graduating and launching your career!

Come help us transform the future of food advertising nationwide with the complete digital advertising sign solution for multi-store grocers.

Sales, design, technical, analytic and marketing internships and employment opportunities.

Explore the Evolocity™ Advantage

evolocityAD.com

269.216.5950

5757 E. Cork St., Kalamazoo, MI 49048

Marketed exclusively by:

SignArt



Celebrating  *90 Years*

The Independent Grocers Alliance

and its Red Oval Family of
World-Renowned CPG Brands
Proudly Support

WESTERN MICHIGAN UNIVERSITY

FM



FOOD/CPG MARKETING PROGRAM

Visit www.BecomeIGA.com to learn more about IGA, its retailers and its partners.

The Country's VERY BEST!




Passionate People, Praiseworthy Product.

We are very proud of the quality of our people and the products we produce.
If you're interested in learning more about us or our premium dairy product
line, call one of our awesome area representatives at **800-748-0480**.

www.enjoycountryfresh.com | www.deanscountryfresh.com





certain
achievements
open
everyone's
eyes.

Congratulations to
Western Michigan
University on the
leadership you
display with your
food marketing
program.

nielsen
.....



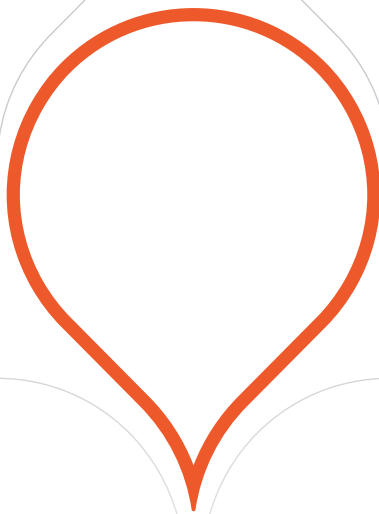
Imperial Beverage is a long-standing member of the Michigan beverage distribution community. With 280 employees and three locations in Kalamazoo, Livonia, and Traverse City, Imperial provides statewide coverage that serves every Michigan County, every week, all year long.

We are significantly involved in the communities we serve, and are pleased to be a proud sponsor of the 2016 Food Marketing Conference.



imperialbeverage.com

HELPING PEOPLE SUCCEED SINCE 1933



Pinpoint what matters. Illuminate
where it can take your business.



IRi

Growth delivered.

IRI gets clients beyond what information and insight reveal to shed light on what it can mean for their business' future. Because that's how real evolution takes shape. Let us help move you forward at **IRIworldwide.com**

COUNT THE WAYS OUR SERVICE ADDS UP!



- **99% On Time Deliveries**
(within a 1 hour delivery window)
- **99% Order Fill Rate**
(in-stock and order quality)
- **100% Guarantee on
Everyday Candy & Spices**
- **Weekly Sales Calls (one-on-one)**
- **Retailer Friendly Credit Return Policy**
(7 to 14 day turnaround)
- **No Delivery Fees!**
- **Product Selection and Variety!**
- **Minimal Fuel Surcharge**
- **Low Minimum Orders**
- **Many items available in Case
and Each picks**
Limited exceptions may apply



Throughout the Great Lakes Region - We Deliver What We Promise!

**Contact our Grand Rapids Distribution Center
to learn more about our products and programs and what they can mean to
YOUR BOTTOM LINE!**

HT HACKNEY GRAND RAPIDS

1180 58th Street • Grand Rapids, MI, 49509

www.hthackney.com • 1-800-874-5550

Altria

proudly supports the

WMU
Food & CPG
Marketing Program



Altria

Altria Group
Distribution Company



ADVANTAGE™

“Wherever humans gather there will be chaos and conflict.”

- Sun Tzu “The Art of War”

“You see? Group projects have plagued humankind since 496 BC. Any WMU student who’s been part of a group project can relate to Sun Tzu’s quote. Unfortunately, the chaos and conflict doesn’t change from the classroom to the office. My job is to help many of the companies here today build better business relationships, leading to mutually beneficial results. The lessons I learned in the Food & CPG Marketing Program at WMU played a pivotal role in my success at the Advantage Group.”

***Joel Hickson, Western Michigan Alum
U.S. Client Service Manager, The Advantage Group***



ADVANTAGE™

Established in 1988, Advantage has pioneered the concept of business relationship benchmarking. Our programs have become the industry standard for measuring business relationships in the Food and CPG industry in North America, Latin America, Europe, and Asia Pacific.

WWW.ADVANTAGEGROUP.COM



HERE'S TO AN INCREDIBLE START.

On your mark...

Get set for an amazing future. CROSSMARK congratulates the graduates of Western Michigan University's Food/CPG Marketing Program. Stay dedicated, motivated, and focused. There's no limit to what you can achieve.

CROSSMARK®
The Way To Market

www.CROSSMARK.com



BLUEWATER



BLUEWATER CREATES MOVING LIVE EVENT AND AV EXPERIENCES FOR STRONG BRANDS

**Training,
Experience,
Dedication,
Union.**



UFCW876

A VOICE for Working Michigan

ROGER ROBINSON, President

DAN PEDERSEN, Secretary-Treasurer • **JILL CHRISTOFF**, Recorder



ufcw876.org



facebook.com/ufcw876



www.foodstretcherplus.com

What is it?

Food Stretcher Plus is a unique marketing program which extends your promotions dollar to shoppers participating in food assistance programs (SNAP, WIC and unemployment) and who are low to moderate income shoppers (LTM). These consumers (represents over 70 billion dollars nationally) typically spend a higher percentage of their income on food yet are difficult to reach with FSI coupons and/or traditional coupon marketing promotions.

How does it work?

- We distribute program offers directly to this segment through participating social services and government organizations including churches, food banks, pantries, SNAP and WIC Offices etc.
- Consumers present their offers at participating retailers at the time of purchase
- Our proprietary Food Stretcher Plus software verifies the item purchased against available offers and issues the discount immediately to the consumer

What's the value?

- POS verified purchase of participating items requires correct purchase to receive offer
- Shoppers are incented to choose participating brands over competitors
- Promotes your brand to consumers who have purchasing power which can only be used on grocery items yet have choices as to specific items to be purchased
- Expected average redemption of approximately 4% better than FSIs or digital

Benefits of pilot participation

- Preempt competition – right of first refusal for your category guaranteed for all 2016 cycles
- Guaranteed participation cost for 2016

SpartanNash Graphic Services Specializes in Design and Printing for the Food Industry



Proud to Support the Western Michigan University Food Marketing Conference

How can we help you?

Call (616) 878-2686 or visit www.spartangraphicservices.com



This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

[illegible]