Food Marketing Conference and Yearbook

2016

Food Marketing Conference, 2016

Haworth College of Business

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### 2016 FOOD MARKETING CONFERENCE AGENDA

**Monday, April 11, 2016**

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<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
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<tr>
<td>8:00 a.m.</td>
<td>Registration Opens</td>
<td>Secchia Lobby</td>
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<tr>
<td>9:00 a.m.</td>
<td>Employer Breakfast with Students</td>
<td>Grand Gallery AB</td>
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<tr>
<td>9:30 a.m.</td>
<td>Advisory Board Meeting</td>
<td>Grand Gallery EF</td>
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<tr>
<td>12:00 p.m.</td>
<td>Welcome Luncheon</td>
<td>Ballroom BCD</td>
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<tr>
<td>1:00 p.m. – 1:45 p.m.</td>
<td>Tara Jaye Frank, Founder and CEO of TJF Career Modeling LLC</td>
<td>Ballroom BCD</td>
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<td>1:45 p.m. – 2:00 p.m.</td>
<td>Refreshment Break</td>
<td>Secchia Lobby</td>
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<tr>
<td>2:00 p.m. – 2:45 p.m.</td>
<td>Wendy Davidson, President, Kellogg Specialty Channels</td>
<td>Ballroom BCD</td>
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<td>2:45 p.m. – 3:30 p.m.</td>
<td>Karen Fichuk, President, Nielsen NA</td>
<td>Ballroom BCD</td>
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<tr>
<td>3:30 p.m. – 4:45 p.m.</td>
<td>Executive Forum</td>
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<tr>
<td>5:00 p.m. – 6:15 p.m.</td>
<td>Welcome Reception</td>
<td>Secchia Lobby</td>
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<tr>
<td>6:30 p.m. – 7:30 p.m.</td>
<td>Dinner</td>
<td>Ballroom BCD</td>
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<tr>
<td>7:30 p.m. – 8:00 p.m.</td>
<td>Tom Zatina, President McLane Food Service</td>
<td>Ballroom BCD</td>
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<td>8:00 p.m.</td>
<td>Adrian Trimpe Distinguished Service Award Recipient</td>
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**Tuesday, April 12, 2016**

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<tr>
<td>7:00 a.m. – 8:00 a.m.</td>
<td>Breakfast</td>
<td>Ballroom BCD</td>
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<tr>
<td>8:00 a.m. – 8:40 a.m.</td>
<td>Rich Wolowski, President &amp; COO, Gordon Food Service</td>
<td>Ballroom BCD</td>
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<tr>
<td>8:40 a.m. – 9:20 a.m.</td>
<td>Neil Stern, Author, Senior Partner, McMillianDoolittle</td>
<td>Ballroom BCD</td>
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<tr>
<td>9:20 a.m. – 10:00 a.m.</td>
<td>Jason Dorsey, Best Selling Author, Millennials Expert</td>
<td>Ballroom BCD</td>
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<td>10:00 a.m. – 10:30 a.m.</td>
<td>Networking Break</td>
<td>Secchia Lobby</td>
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<tr>
<td>10:30 a.m. – 11:30 a.m.</td>
<td><strong>Breakout Session I</strong></td>
<td>Grand Gallery Overlook A</td>
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<td>Channel-less Retailing in a Multi-Channel Industry</td>
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<td>Don’t Freeze Out The Boomers</td>
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<td>Marcel Zondag, Western Michigan University</td>
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<td>11:45 a.m. – 12:45 p.m.</td>
<td><strong>Breakout Session II</strong></td>
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<td>Grocerant: Food Retail’s Role in the Future of Food Service</td>
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<td>Greg Vodicka, FutureCast</td>
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<tr>
<td>1:00 p.m. – 2:30 p.m.</td>
<td>Luncheon Awards Program</td>
<td>Ballroom BCD</td>
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<td>2:30 p.m. – 3:15 p.m.</td>
<td>Hank Meijer, Meijer, Inc.</td>
<td>Ballroom BCD</td>
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<tr>
<td>3:15 p.m</td>
<td>Closing Comments and Adjournment</td>
<td>Ballroom BCD</td>
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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 packaged 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. Alder

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

Western Michigan University
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.

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2:00 - 2:45 p.m.
**The Evolution in Eating Away From Home: Serving Up Tomorrow, Today**
*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?

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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.
Executive Forum
3:30 - 4:45 p.m.

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.

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

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.
Gordon Food Service Store

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.
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.
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 Otillio
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
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 Papaditch
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
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
PLATINUM SPONSORS

Daymon Worldwide
Hormel Foods
KeHE

Kellogg's
Kroger
Learning Evolution

Meijer
Mondelez International
PepsiCo

P&G
SpartanNash
Smucker's

Tidemark
DIAMOND SPONSORS

- Advantage Solutions
- Constellation Brands
- E&J. Gallo Winery
- IRi
- Unilever
- VML
GOLD SPONSORS

Abbott Nutrition
ACOSTA
Altria Group Distribution Company
Bayer HealthCare
Campbell's
Catalina
ConAgra Foods
Dawn
Diageo
Masterpiece Flower Company® LLC
NGA
Nestlé Waters
Extra Ginger Brew
Reed's

The Healthy Hydration Company™
• 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

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

www.wmich.edu/business/career
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.

**CONCENTRATIONS:**

**LOCATIONS:**
Kalamazoo
Grand Rapids

[wmich.edu/mba](http://wmich.edu/mba)
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Grand Rapids

Master of Business Administration (MBA)
campus
wmich.edu/mba

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.

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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 gen-xer’s, allowing the more experienced generation to keep ideas and practices “fresh”.

Terry Valerio
Chamberlain Marketing Group
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
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!
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MyWMU.com/GambinoFund

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

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
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
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 Haaroja
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)
“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
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.

“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 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.

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.

www.wmich.edu/foodmarketing
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Michigan Grocers Association

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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 Luqmami, 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 Luqmami, 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 Straniere, 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. 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.

**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. 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 Axcess 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.

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-1 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.

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.
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

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!
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.

Our Food & CPG Marketing Students Come with Experience!

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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
Breakfast at the Home of J.M. Smucker

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.
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 been 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
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
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
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.
Case Questions

• Are coupons/rebates an effective means to "connect" with shoppers?
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.
Retail Merchandising is a course designed to acquaint students with retail merchandising principles in today’s multi-channel marketplace. Students learn how to examine a trade area’s competitive landscape and the market potential for new store development. Students also develop a concept store complete with a marketing strategy and promotional and merchandising plan.
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 meet all the industry standards for certification as a Category Analyst I

CPCA
Certified Professional Category Analyst

LEARNING EVOLUTION

nielsen
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
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.

MKTG 4940: Food & CPG Issues and Strategies
DOG TREATS

“Treats to Trade”

Team 8 -
Enidy Chocon
Samantha Olsson

TEAM 1:
SWEET SNACKS

Judi McMullen and Ali Russo

Waffle Bowls
Julia Massey
Sarah Street

Sharing a laugh with your team!
Alumni Tailgate Party
Homecoming 2015
Kimberly Laurent, 2015 Homecoming Queen.
“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
"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

"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 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 Grocer's Association in my future career."

Samantha Oleson
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, J&N Retail Connections
Jacob Crowell with Wendell Christoff, Litehouse
Emily Chocron with Peter McSorely, Procter & Gamble
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.
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.
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 years’ 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.
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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.
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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.
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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 Gavin
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.
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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.
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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.
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 enjoinement 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.
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.
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 Lobo

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.
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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.
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Judson McMichael

Judson 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.
Jacqualine O’Connor
Jacqualine 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. Jacqualine’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. Jacqualine 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.
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Cole Pearson

Cole is currently a sophomore attending Western Michigan University. He plans to declare Food and Consumer Packaged Goods Marketing as his major. He is a member of the Food Marketing Association. Cole has volunteered to clean headstones 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.
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.
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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.
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.

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

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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
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