



The
FMC
The Food Marketing Conference
at Western Michigan University

WESTERN MICHIGAN UNIVERSITY

THE FMC 2024

March 26-27th, 2024 | Kalamazoo, MI

WHY ATTEND?



**HIGHLIGHTING
INDUSTRY TRENDS**



**CONNECTING
PROFESSIONALS**



**SUPPORTING FUTURE
INDUSTRY LEADERS**

KICK-OFF EVENT:

Monday, March 25th, 2024 | 5:00-7:00 PM

PRE-EVENT RECEPTION

SPONSORED BY:



MARK ANTHONY BRANDS

THE FMC 2024 | DAY 1 SESSIONS TO ATTEND

8:30-8:45 AM

CONFERENCE KICKOFF

8:45-9:15 AM

FOR OUR CUSTOMERS. FOR OUR CUSTOMER'S CUSTOMER.

JUSTIN HONAMAN HEAD, WORLDWIDE RETAIL AND
GLOBAL CONSUMER GOODS GTM AT AWS



9:15-9:30 AM

THE RISE OF CONTEXTUAL COMMERCE IN GROCERY

KATIE HOTZE CEO AT GROCERY SHOPII



9:30-10:15 AM

TECHNOLOGY & INNOVATION PANEL

MODERATED BY KATIE HOTZE



SOPHIE ABRAHAMSSON

President of Americas at Bambuser



KRISTIN CROUSE

Principal, Client Insights at Circana



BEN WYNKOOP

Global Strategist at Blue Yonder

10:15-10:45 AM

NETWORKING BREAK

10:45-11:15 AM

THE CURRENT STATE OF PRIVATE BRANDS: ADDRESSING CUSTOMER NEEDS WITH INNOVATION

MICHAEL TAYLOR COO – RETAIL OPERATIONS AT
ADVANTAGE SOLUTIONS



THE FMC 2024 | DAY 1 SESSIONS TO ATTEND

11:15-12:00 PM

PRIVATE LABEL PANEL

MODERATED BY BRYAN GILDENBERG



PEGGY DAVIES

CEO at PLMA



JUAN DE PAOLI

VP of Our Brands at Kroger



JIM GRIFFIN

President at Daymon

12:00-1:00 PM

LUNCH

1:00-1:30 PM

40 YEARS 5 STORIES

KEVIN COUPE AUTHOR AND CONTENT GUY AT MORNINGNEWSBEAT



1:30-2:00 PM

CONNECTING MIND AND MATTER: INSIGHTS TO FUEL BREAKTHROUGH CONNECTIONS BETWEEN COMPANIES AND CONSUMERS

MARTA CYHAN-BOWLES CCO, HEAD OF MARKETING NA AT NIQ



2:00-2:45 PM

LEADERSHIP & STRATEGY PANEL

MODERATED BY DR. RUSSELL ZWANKA



RICK KEYES

President and CEO at Meijer



ANTHONY KYLES

CCO at Campbell's



DAVE PEACOCK

CEO at Advantage Solutions

THE FMC 2024 | DAY 1 SESSIONS TO ATTEND

2:45-3:15 PM

NETWORKING BREAK

3:15-4:00 PM

MERGING THE GENERATIONS: HOW TODAY'S FOOD INDUSTRY FITS TOMORROW'S LEADERS

MODERATED BY DR. JENNIFER BOTT



SHERRY ELLIS

VP of Customer Development
at Kimberly-Clark



JESSICA WALLER

GM, Away From Home
at Kellanova Company



ALLISON QUICK

WMU Student and
EVP at WMU FMA



LILY ZWANKA

WMU Student and
President at WMU FMA

4:00-4:30 PM

UNSTUCK: REVIVING AND REINVENTING AN ICONIC FAMILY BRAND

STEPHANIE STUCKEY CHAIR AT STUCKEY'S CORPORATION



4:30-5:15 PM

SALES NEVER SLEEPS

VICTOR ANTONIO FOUNDER AT SALES VELOCITY ACADEMY



5:15-7:15 PM

GALLO OPENING NIGHT RECEPTION AND TASTE OF WEST MICHIGAN FEATURING A SPECIAL BREW BY FOUNDER'S BREWING

SPONSORED BY:

GALLO

Founders

CAN-DO
KALAMAZOO

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THE FMC 2024 | DAY 2 SESSIONS TO ATTEND

7:30-8:30 AM

BREAKFAST

8:30-8:45 AM

FOOD MARKETING PROGRAM UPDATE

DR. RUSSELL ZWANKA DIRECTOR AT WMU
FOOD MARKETING PROGRAM



8:45-9:15 AM

CONTEXT – THE MOST UNDERRATED ELEMENT TO YOUR SHOPPER AND CATEGORY RECOMMENDATIONS

JASON SMITH MANAGING DIRECTOR – USA AT
SHOPPER INTELLIGENCE



9:15-10:00 AM

CUSTOMER TRENDS PANEL MODERATED BY KEVIN COUPE



DON FITZGERALD
Former CEO
at Dom's Kitchen & Market



DON SANDERSON
CMO
at Meijer



HERB SMITH
VP of Off-Premise Customer
Development and Category
Management
at Gallo



DAN WANDEL
Sr. Director of Category
Insights
at Mark Anthony Group

10:00-10:30 AM

NETWORKING BREAK

THE FMC 2024 | DAY 2 SESSIONS TO ATTEND

10:30-11:00 AM

THE PURSUIT OF WISDOM AND ASKING THE SECOND QUESTION

TONY SARSAM PRESIDENT AND CEO AT SPARTANNASH



11:00-11:45 AM

HEALTH & NUTRITION PANEL MODERATED BY PETER BOND



AMY FELDMAN

SEVP of Sales at Lifeway



KATIE PAUL

SVP at KeHE Distributors



KATHRYN PETERS

Head of Industry Relations at SPINS

11:45-12:15 PM

KROGER HEALTH: CHANGING THE WAY AMERICA EATS

COLLEEN LINDHOLZ PRESIDENT OF KROGER HEALTH



12:15 PM

LUNCH & CLOSING NETWORKING SESSION

ALUMNI AWARD



WMU FOOD MARKETING ALUMNI HALL OF FAME AWARD

2024 RECIPIENT

JIM GRIFFIN, B.B.A. '98

PRESIDENT

AT DAYMON – NORTH AMERICA

ADRIAN TRIMPE AWARD



WMU ADRIAN TRIMPE AWARD

JOE MUELLER

VP OF PURPOSEFUL ENGAGEMENT

AT KELLANOVA COMPANY

MARCH 26, 2024 | FMC 2024 CONFERENCE SCHEDULE

8:30-8:45 AM

CONFERENCE KICK-OFF, WELCOME, & TRENDS OVERVIEW

8:45-9:15 AM

FOR OUR CUSTOMERS. FOR OUR CUSTOMER'S CUSTOMER.

JUSTIN HONAMAN, *Head, Worldwide Retail and Consumer Goods GTM at AWS*

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THE RISE OF CONTEXTUAL COMMERCE IN GROCERY

KATIE HOTZE, *CEO at Grocery Shopii*

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- SOPHIE ABRAHAMSSON, *President of Americas at Bambuser*
- KRISTIN CROUSE, *Principal, Client Insights at Circana*
- BEN WYNKOOP, *Global Industry Strategist, Grocery and Convenience at Blue Yonder*

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THE CURRENT STATE OF PRIVATE BRANDS: ADDRESSING CUSTOMER NEEDS WITH INNOVATION

MICHAEL TAYLOR, *Chief Operating Officer at Advantage Solutions*

11:15-12:00 PM

PRIVATE LABEL PANEL – MODERATED BY BRYAN GILDENBERG

- ERIN BONOVELTZ, *SVP and General Manager OTC, Customer Self Care at Perrigo*
- PEGGY DAVIES, *CEO at PLMA*
- JUAN DE PAOLI, *VP of Our Brands at Kroger*

12:00-1:00 PM

LUNCH

1:00-1:30 PM

40 YEARS 5 STORIES

KEVIN COUPE, *Author and Content Guy at MorningNewsBeat*

1:30-2:00 PM

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MARTA CYHAN-BOWLES, *Chief Communications Officer/Head of Marketing NA at NielsenIQ*

2:00-2:45 PM

LEADERSHIP & STRATEGY PANEL – MODERATED BY DR. RUSSELL ZWANKA

- RICK KEYES, *President and CEO at Meijer*
- ANTHONY KYLES, *CCO at Campbell's*
- DAVE PEACOCK, *CEO of Advantage Solutions*

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- JESSICA WALLER, *GM, Away From Home at Kellanova Company*
- ALLISON QUICK, *Student & EVP of FMA*
- LILY ZWANKA, *Student & President of FMA*

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STEPHANIE STUCKEY, *Chair at Stuckey's Corporation*

4:30-5:15 PM

SALES NEVER SLEEPS

VICTOR ANTONIO, *Founder at Sales Velocity Academy*

5:15-7:15 PM

GALLO OPENING NIGHT RECEPTION & TASTE OF WEST MICHIGAN

MARCH 27, 2024 | FMC 2024 CONFERENCE SCHEDULE

8:30-8:45 AM FOOD MARKETING PROGRAM UPDATE

8:45-9:15 AM **CONTEXT – THE MOST UNDERRATED ELEMENT TO YOUR SHOPPER AND CATEGORY RECOMMENDATIONS**

JASON SMITH, *Managing Director – USA at Shopper Intelligence*

9:15-10:00 AM **CUSTOMER TRENDS PANEL – MODERATED BY KEVIN COUPE**

- DON FITZGERALD, *Former CEO at Dom's Kitchen & Market*
 - DON SANDERSON, *Chief Merchandising and Marketing Officer at Meijer*
 - HERB SMITH, *VP of Off-Premise Customer Development & Category Management at E&J Gallo Winery*
 - DAN WANDEL, *Sr. Director of Category Insights at Mark Anthony Brands*
-

10:00-10:30 AM NETWORKING BREAK

10:30-11:00 AM **THE PURSUIT OF WISDOM AND ASKING THE SECOND QUESTION**

TONY SARSAM, *President and CEO at SpartanNash*

11:00-11:45 PM **HEALTH & NUTRITION PANEL – MODERATED BY PETER BOND**

- AMY FELDMAN, *SEVP of Sales at Lifeway*
- KATIE PAUL, *SVP at KeHE Distributors*
- KATHRYN PETERS, *Head of Industry Relations at SPINS*

11:45-12:15 PM **KROGER HEALTH: CHANGING THE WAY AMERICA EATS**

COLLEEN LINDHOLZ, *President at Kroger Health*

12:15-2:00 PM LUNCH & CLOSING NETWORKING SESSION

WHY FOOD MARKETING?

WESTERN MICHIGAN UNIVERSITY IS THE PREMIER UNIVERSITY IN THE UNITED STATES OFFERING A FOUR-YEAR BUSINESS DEGREE SPECIALIZING IN FOOD AND CONSUMER PACKAGED GOODS MARKETING.

- OF OUR STUDENTS, **100%** HAVE AN INTERNSHIP EXPERIENCE UPON GRADUATION
- OVER **\$100,000** IN PROGRAM SCHOLARSHIPS AWARDED AND FULLY-FUNDED CONFERENCE ATTENDANCE GRANTED TO HIGH-ACHIEVING STUDENTS
- PROGRAM INCLUDES **INTERVIEWS, INDUSTRY ENGAGEMENT, LEADERSHIP, AND COMMUNITY SERVICE**
- FACULTY WITH OVER **100 YEARS OF COMBINED** INDUSTRY EXPERIENCE
- PROFESSIONAL **CATEGORY MANAGEMENT CERTIFICATION**
- INDUSTRY LEADING **FOOD MARKETING AND SUPPLY CHAIN CONFERENCE** – ATTENDED BY OVER 1,000 INDUSTRY PROFESSIONALS
- THE **FOOD INDUSTRY RESEARCH AND EDUCATION CENTER (FIRE)**, WITH GLOBAL REACH IN FOOD RESEARCH AND THOUGHT LEADERSHIP
- LEADERSHIP IN **FOOD INDUSTRY UNIVERSITY COALITION**, A UNIFIED TEAM OF TOP FOOD MARKETING UNIVERSITIES IN THE COUNTRY
- STRONG SUCCESS IN **NATIONAL CASE COMPETITIONS**, AND PRESENCE IN GLOBAL CONFERENCES
- OUR PROGRAM IS **CENTRALLY LOCATED** BETWEEN DETROIT AND CHICAGO, WITH PROGRAMS IN GERMANY, THAILAND, AND AN INDUSTRY TOUR THROUGHOUT THE GREAT LAKES REGION
- AN **INDUSTRY ADVISORY BOARD** REPRESENTING LEADING FOOD INDUSTRY COMPANIES WITH OVER \$300B IN COMBINED SALES



WESTERN MICHIGAN UNIVERSITY FOOD MARKETING ASSOCIATION

WMU'S FOOD MARKETING ASSOCIATION (FMA) IS A REGISTERED, STUDENT-LED ORGANIZATION AIMING TO CONNECT STUDENTS WITH FOOD AND CPG INDUSTRY COMPANIES IN HOPES OF AIDING PERSONAL DEVELOPMENT, NETWORKING, AND GROWING LEADERSHIP SKILLS AMONG ITS' MEMBERS.

WHAT IS FMA?

- WE FOCUS ON **CONNECTING INDUSTRY LEADERS AND STUDENTS**
- WE AIM TO **ALIGN LONG-TERM GOALS** OF BUSINESS STUDENTS AND THE NEEDS OF EMPLOYERS
- WE CONSISTENTLY BRING IN **NEW EMPLOYERS EVERY WEEK** TO PRESENT AND INTERVIEW STUDENTS – THE ONLY BUSINESS ORGANIZATION TO DO SO AT WMU
- COMPANY DAY MEETINGS ARE **THURSDAYS AT 6:00PM** AT THE HAWORTH COLLEGE OF BUSINESS, WITH A NETWORKING MIXER HELD AFTERWARDS
- TOPICS COVERED AT MEETINGS INCLUDE: **CAREER OPPORTUNITIES, COMPANY CULTURE, INDUSTRY TRENDS, TECHNOLOGY ADVANCEMENTS, AND POSSIBLE CAREER PATHS**

CONNECT WITH FMA & THE FOOD MARKETING PROGRAM:

- INSTAGRAM: @WMU_FOODMKTG
- FACEBOOK: @WMU – FOOD MARKETING ASSOCIATION
- LINKEDIN: @WESTERN MICHIGAN UNIVERSITY – FOOD MARKETING PROGRAM
- **WANT TO GET INVOLVED? EMAIL RUSSELL.ZWANKA@WMICH.EDU**



ADVANCE YOUR SKILLS WITH WMU'S **PROFESSIONAL CERTIFICATIONS**

OUR UNIVERSITY-BASED, GLOBAL PROFESSIONAL CATEGORY MANAGEMENT CERTIFICATION PROVIDES THE BEST OF WMU'S CATEGORY MANAGEMENT CURRICULUM WITH TECHNOLOGY RESOURCES FROM LEARNING EVOLUTION.

WHAT TO EXPECT:

- FOOD MARKETING FACULTY AND **INDUSTRY EXPERTS** DEVELOPING CONTENT AND PROVIDING INSTRUCTION
- AFFORDABLE PRICES THAT MAKE TRAINING AN **INCREDIBLE VALUE**
- AN **INNOVATIVE PROGRAM** FOR PARTNERS IN THE FOOD INDUSTRY, AS WELL AS TO OTHER UNIVERSITIES WITH FOOD MARKETING-FOCUSED PROGRAMS
- LEVEL 1 AND LEVEL 2 **CATEGORY MANAGEMENT CERTIFICATION**, WHICH CONFIRMS AND EXPANDS UPON PARTICIPANT UNDERSTANDING OF CURRENT CATEGORY MANAGEMENT THEORY AND MARKETING PRINCIPLES
- KNOWLEDGE AND TOOLS FOR DEVELOPING AND IMPLEMENTING **CONSUMER-CENTRIC CATEGORY STRATEGIES** IN THE CONTEXT OF THE GLOBAL OMNICHANNEL MARKETS FOR FOOD AND FAST-MOVING CONSUMER GOODS RETAIL CHANNELS

WHO SHOULD ENROLL?

- FOOD INDUSTRY **PROFESSIONALS** LOOKING TO ADVANCE KNOWLEDGE AND SKILLS OF CATEGORY MANAGEMENT
- ENTRY-LEVEL **MERCHANTS** AND **OPERATORS**
- FOOD MARKETING **STUDENTS**
- FOOD **COMPANIES** LOOKING TO INCREASE OVERALL ABILITY TO CONNECT WITH CUSTOMERS

HOW TO REGISTER?

CONTACT DR. RUSSELL ZWANKA (RUSSELL.ZWANKA@WMICH.EDU) TO SIGN-UP!



COMING SOON! CANNABIS MARKETING CERTIFICATION!

ADVANCE YOUR CAREER WITH WMU'S **FOOD MARKETING FOCUS IN MBA**

TAKE YOUR CAREER TO NEW HEIGHTS!

- COURSES OFFERED AS PART OF AN MBA FROM THE **HAWORTH COLLEGE OF BUSINESS**
- COURSEWORK CENTERED AROUND **GLOBAL FOOD MARKETING STRATEGY AND CATEGORY MANAGEMENT**, WITH HANDS-ON PROJECTS ALLOWING FOR EXPERIENCE IN A PROFESSIONAL POSITION TO COUNT TOWARDS THE MBA PROGRAM
- ALL COURSES OFFERED IN A **HYFLEX FORMAT** WHERE STUDENTS CAN ATTEND IN-PERSON, ONLINE, OR SWITCH UP HOW THEY ATTEND
- GROW YOUR KNOWLEDGE AND CAPACITY AS A FOOD INDUSTRY PROFESSIONAL WITH A CURRICULUM BROUGHT TO YOU BY THE FACULTY WHO HAVE MADE WMU'S FOOD MARKETING PROGRAM THE **BEST IN THE NATION**

COURSES IN A FOOD MARKETING-FOCUSED MBA INCLUDE:

- GLOBAL FOOD MARKETING STRATEGY
- ADVANCED CATEGORY MANAGEMENT
- FOOD MARKETING PROJECTS
- PROFESSIONAL/CAPSTONE EXPERIENCE
- CANNABIS MARKETING



THANK YOU, 2024 CONFERENCE SPONSORS

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JOIN US NEXT YEAR!

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